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Marathon Will Impact LVH–Cedar Crest

Sept. 10 event will affect traffic and parking.

PMC Physician Associates is Now LVPG–Pocono

Naming convention is consistent with our outpatient practices.

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Learn about this World Health Organization distinction.

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An Open Enrollment packet will be mailed to your home.

Help Patient Choose Wisely

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Who is at Risk for Head and
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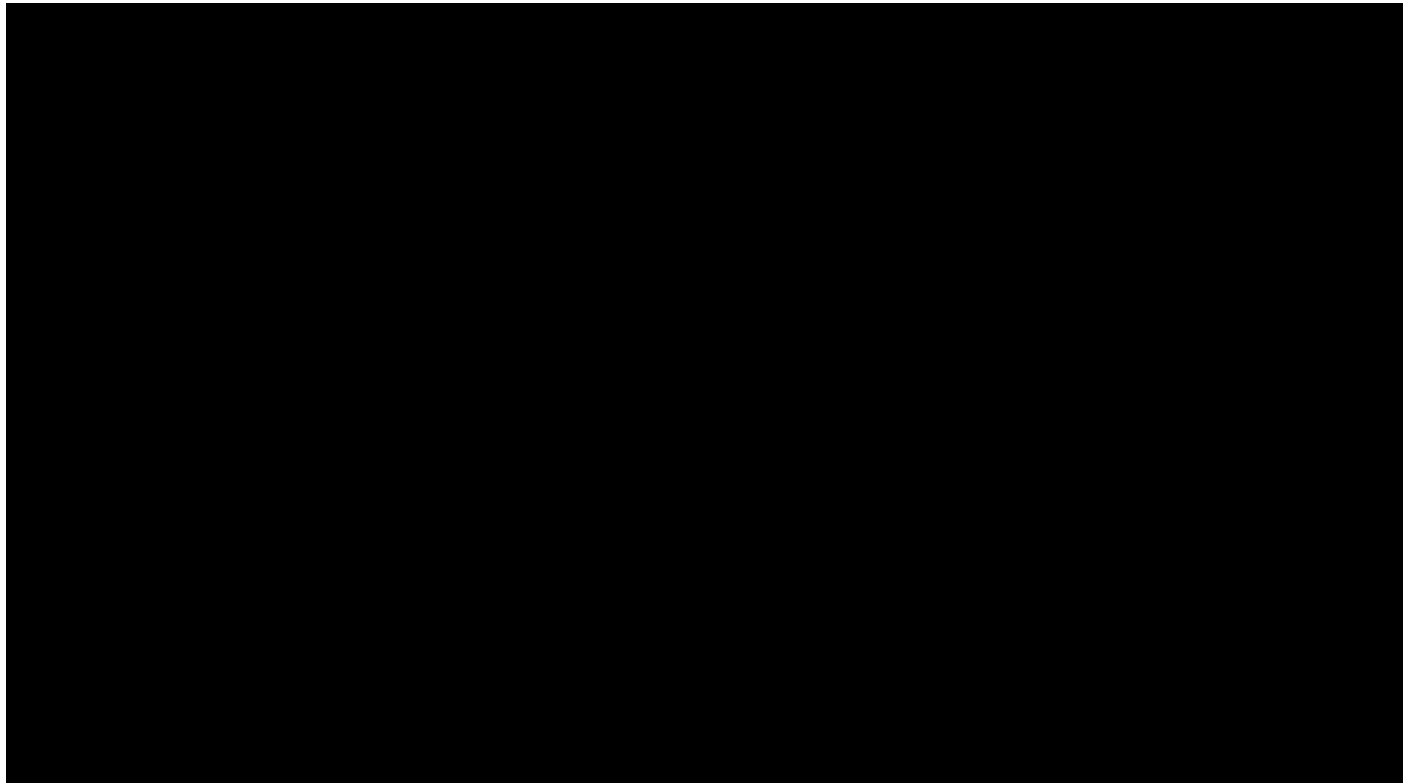
CEO Update: What is Lehigh Valley Flex Blue? – VIDEO

BY RICK MARTUSCELLI · AUGUST 31, 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 the way we're sharing information with you called the [Communication Cascade](#). In this edition, Dr. Nester explains how the new health insurance plan called Lehigh Valley Flex Blue improves the care experience for patients and lowers health care cost trends.

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



NOTE: LVHN colleagues will continue to be covered by LVHN Health Plan, not Lehigh Valley Flex Blue.

I hope you're having a great summer and taking some well-deserved time off to recharge your battery. A little R&R is important so you can be at your best for our patients.

Another thing that helps us be at our best is a quality health insurance plan. We're fortunate to have such a plan at LVHN. However, many people in our community face a difficult decision every year when choosing a health plan. People often get confused because they don't understand the intricacies of all the health plans available in the market. Most of all, they're afraid they'll have to sacrifice the quality of their coverage – and their care – to get a plan they can afford.

To make it more convenient for people to make a decision, LVHN and Highmark Blue Shield created a new health insurance plan called Lehigh Valley Flex Blue. Available to individuals and employers, Flex Blue provides cost-effective options that ensure people have access to our hospitals and doctors, and others consistently recognized for quality care.

People enrolled in Flex Blue benefit from greater coordination of care between the insurer and our health network. LVHN and Highmark share data and resources so participants can get the preventive services, tests, follow-up care and education they need with the greatest efficiency and without duplication of services. This improves the care experience for patients and lowers health care cost trends.

You can learn more about Flex Blue in our new [Convenience Tool Kit](#), which also provides information about our other convenience features. You can find the Tool Kit in the left column of our [intranet's home page](#). During the open enrollment period for health insurance this fall, you'll see advertising about Flex Blue. Tell your family and friends about its benefits, and encourage them to enroll.

Speaking of the fall, that's when I'll present my next State of the Health Network Address. At the Leader to Leader meeting on Sept. 21, I'll recap fiscal year 2017 and look forward at the opportunities ahead of us. A summary of the presentation will be posted on LVHN Daily the week of Sept. 25.

Here's a preview: The state of our health network is strong; and it's strong because of you. Thank you for all you do to make LVHN great. Enjoy the rest of your summer.



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.

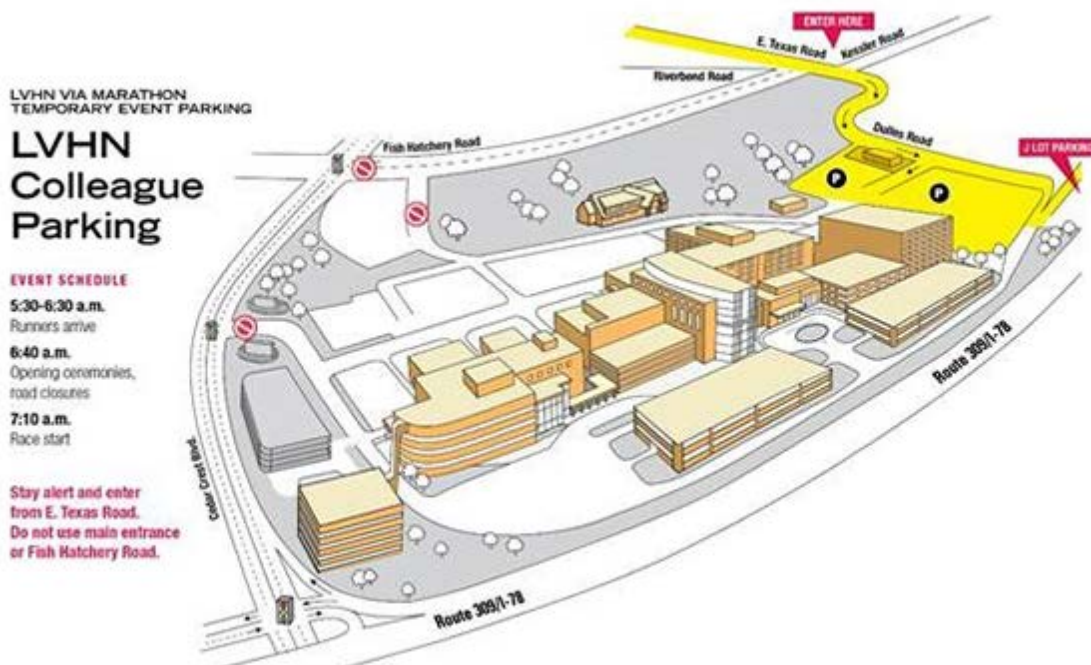
LVHN Via Marathon Will Impact Parking, Traffic at LVH–Cedar Crest

Sept. 10

BY RICK MARTUSCELLI · AUGUST 30, 2017

The starting line for the Sept. 10 LVHN Via Marathon is at LVH–Cedar Crest. This will add traffic to nearby roads and temporarily impact colleague parking. If you plan to arrive at LVH–Cedar Crest between 5 and 10 a.m. that morning, allow extra travel time.

To avoid traffic and expedite parking, avoid the campus entrances on Cedar Crest Boulevard and Fish Hatchery Road. Instead, enter the campus through East Texas Road (shaded yellow in map). The inner campus road and all corresponding parking lots located off Fish Hatchery Road will be closed to all through traffic. If you normally use one of these lots, please park in one of these alternate locations (shaded yellow on map):



J lot, located by the water tower

- Colleague parking lots behind the Kasych Family Pavilion
- Parking lots off Dulles Road

Thank you for doing your part to help make the LVHN Via Marathon an enjoyable event for our community and the many out-of-town visitors who will participate in the race.

PMC Physician Associates Becomes LVPG–Pocono Sept. 1

BY [TED WILLIAMS](#) · SEPTEMBER 1, 2017

PMC Physician Associates will start using their new name Lehigh Valley Physician Group (LVPG)–Pocono as of Sept. 1, a naming convention that is consistent with the naming of outpatient practices across LVHN.

Elizabeth Wise, President of LVH–Pocono, and Jim Demopoulos, Senior Vice President of LVPG Operations, distributed an announcement about the naming conversion to colleagues. They explained how the name change tells patients that they are part of an integrated, multispecialty network of medical and surgical providers who deliver a full spectrum of services to patients of all ages.

The transition to LVPG will occur over the next few months as work is done to convert all materials and systems to the new name.



WHO Says We're Baby-Friendly? The World Health Organization does.

BY [SHEILA CABALLERO](#) · AUGUST 29, 2017

To earn a place among the nation's Baby-Friendly hospitals, LVH–Cedar Crest demonstrated its commitment to helping mothers attain the knowledge, skills and confidence needed to initiate and sustain breastfeeding.

“Being named a WHO Baby-Friendly Hospital continues our legacy as a provider of quality health care,” says Mary Bianchi, LVHN Vice President, Women and Children's Service Line. “We provide support and education for all women so they understand the unique benefits of breast milk and breastfeeding. No matter what feeding method a woman chooses, we will respect her choice.”

Breastfeeding is widely recognized as the best nutrition for infant growth and development due to the essential nutrients found in a mother's breast milk. It offers [many benefits](#) for both critically ill and healthy newborns that are not found in infant formulas. Breastfeeding also offers many health benefits to moms.

Support in the hospital and once you go home

Our inclusion as a Baby-Friendly USA hospital means we provide education and support for mothers that includes:

- Skin-to-skin time with your newborn in the moments after birth and during your hospital stay to promote bonding and initiate breastfeeding.
- Specially trained International Board Certified Lactation Consultants (IBCLC) and nursing staff who provide education and one-on-one assistance to initiate breastfeeding in the hospital.
- The option to room-in with your baby to promote mother-baby bonding to help you recognize and respond to each other's smells and cues; a supportive environment to promote optimal rest for recovering moms; and coordinated care for both of you from our exceptional Magnet® recognized nursing staff.
- [Lactation support](#) from IBCLC consultants and lactation counselors through two LVPG Obstetrics and Gynecology practices once you are discharged home to help sustain breastfeeding longer.
- Parenting education and [breastfeeding support groups](#) that provide emotional and social support on



your breastfeeding journey.

“Evidence shows that breastfeeding is better for both mom and her baby,” says Jennifer Silva, RN, Administrator, Clinical Services Nursing Administration. “It’s the gold-standard of care so babies can get the absolute best start in life.”

Free prenatal education classes

Preparing for the birth of a new baby is one of life’s most precious events. At LVHN, we offer education and support for families as they get ready for their new arrival, so babies can get the best start possible. Many of our parenting education classes are now free of charge for patients – and their family members – who choose to deliver at our Family Birth and Newborn Centers at LVH–Cedar Crest or LVH–Muhlenberg.

Classes include:

- Preparing for childbirth
- Baby care
- Breastfeeding
- Car seat checks
- Maternity and sibling tours
- Grandparenting workshop

To register, visit [LVHN.org/raisingafamily](https://www.lvhn.org/raisingafamily) or call 888-402-LVHN.

Check Your Home Address in Lawson

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

In preparation for Open Enrollment, you are encouraged to make sure your mailing address in Lawson is correct. The week of Sept. 12, an important Open Enrollment packet will be mailed to colleagues' homes.

If you have moved or have not been receiving communications from LVHN, please go into Lawson and make sure your mailing address is correct. To do so, follow these steps:

- Open Lawson on your SSO tool bar.
- On your Employee Self-Service dashboard, click "Move" in the first column.
- On the "Move" screen you will see two tabs: a home address and a supplemental address. Please make sure the home address – where you receive your mail – is listed correctly. The supplemental address is used for local tax withholding purposes please update only if incorrect. (Please do not enter a P.O. Box number as your supplemental address. Please do not change your address if you notice abbreviations (i.e., Road is abbreviated to RD, or if APT is replaced with #.) These abbreviations are reviewed against the U.S. Postal Service for accurate reporting to local tax authorities.

Please complete this by Tuesday, Sept. 5, to ensure you receive this important benefit information timely.

If you have any questions, please email them to hris_team@lvhn.org.



Topic of Second Provider Pathways Forum: Choosing Wisely®

BY [SHEILA CABALLERO](#) · AUGUST 28, 2017

Helping patients choose wisely as they make decisions regarding health care is the topic of the second Provider Pathways Forum in September. Dominic Lorusso, Consumer Reports Director of Health Partnerships, is the featured speaker.

Choosing Wisely® is an initiative of the American Board of Internal Medicine (ABIM) Foundation in partnership with Consumer Reports. It's designed to promote conversations that help patients choose care that is supported by the evidence, not duplicative of other tests or procedures, free from harm and truly necessary.



Members of Lehigh Valley Physician Hospital Organization (LVPHO) are encouraged to attend the educational session, which is part of the Achieving Clinical Excellence® (ACE) incentive program. Incentives will be paid to physicians (\$100) and APCs (\$65) who attend at one of six convenient locations.

Who Should Attend:

LVPHO Member Physicians and APCs

Date:

Thursday, Sept. 21, 6-7 p.m.

Speakers:

Dominic Lorusso, Consumer Reports

Mark Wendling, MD, LVPHO Executive Director

Joseph Candio, MD

Joseph Habig, MD, LVPHO Medical Director

Live:

LVH–Cedar Crest auditorium

Simulcast:

LVH–Muhlenberg ECC room C

LVH–17th Street video teleconference room (1st floor)

LVH–Hazleton educational conference room (3rd floor)

LVH–Pocono 2D conference room

LVH–Schuylkill E. Norwegian Street Wall Auditorium

“As providers, we need to think about value and quality more than ever,” says Mark Wendling, MD, LVPHO Executive Director. “The forum will provide clinicians with information and tools to master important conversations that can help patients understand their care and cut down on unnecessary procedures and costs. It’s a universal mission everyone should embrace.”

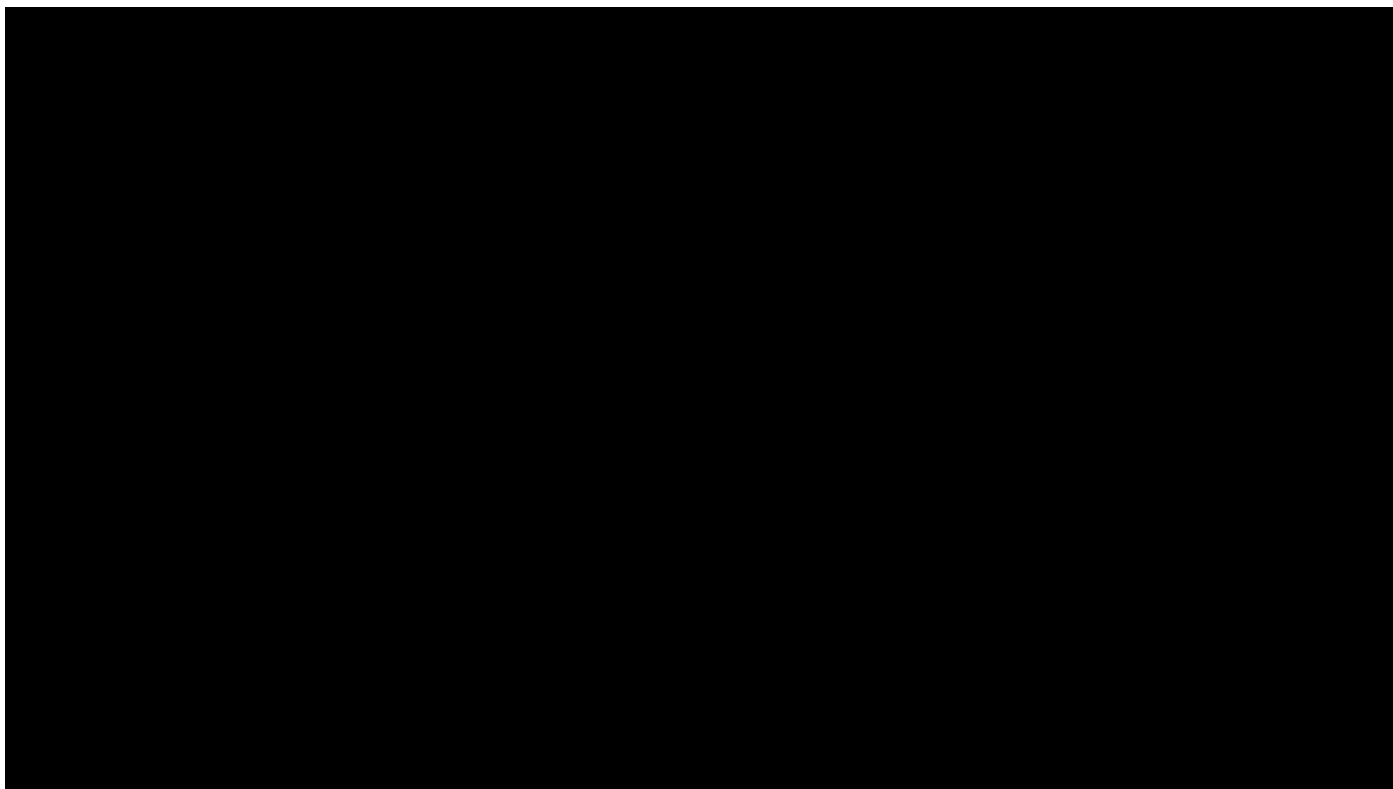
To register for the event, email Editorial Coordinator [Lori McFerran](#) or call 610-969-0019.

Have You Heard Our New Chimes? Listen Now

BY [SHEILA CABALLERO](#) · AUGUST 30, 2017

Patients are marking an end to cancer treatment by celebrating with a little music – Vivaldi’s “Four Seasons.” Each time a patient completes chemotherapy, radiation or the entire cancer journey, they are invited to sound our new Cancer Chimes throughout the campus of LVH–Cedar Crest or LVH–Muhlenberg. Watch the video below and hear our chimes.

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



Service Anniversary List – September 2017

BY [EMILY MITCHELL](#) · AUGUST 31, 2017

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

45 years

Bernadette Potetz, pre-certification department

40 years

Mary Ellen Bedics, department of emergency medicine

Cheryl Holzer, neuroscience ICU

Diane Newhard, clinical social work

Lesley Shambo, dental residency program

35 years

Anita Ambler, PACU

Terri Hilbert, radiology

Sylvia Lee, health care research

James Naughton, Cancer Center multi-purpose area

Judith Sabino, LVH-17th Street operations

Catherine Wisneskie, express admissions unit

30 years

Karen Benedict, pharmacy

Donna Berasley, transitional open-heart unit

Jamie Gabryluk, dental clinic

Glenn Guanowsky, legal

Betty Heck, cardiac catheterization lab

Lori Keller, Diagnostic Care Center

Sharyn Klase, pain management

Mark Kopac, security

Karen Marchetto, enterprise analytics

Ellen Ruhf, psychiatry

Sherry Sawka, LVH-17th Street operations

Joseph Shambo, imaging

Lori Stauffer, 4KS

Adelaide Zimmerman, physician documentation



25 years

Katherine Adams, pediatrics
Kathleen Dunton, ExpressCARE
Nancy Keiser, perinatal unit
Terry Kiefer, sterile processing
Rebecca Lesser, pain management
Sherry Onushco, Diagnostic Care Center
Jennifer Stafiniak, Regional Heart Center-Medical

20 years

Trish Carpenter, patient accounting
Susan Matta, psychiatry
Dianna Mulhern, tobacco treatment program
Carolyn Muretta, diagnostic radiology
Sarah Nicklin, palliative medicine
Steven Nicolich, respiratory care services
Judith Nist, float pool
Patricia Notte, MICU/SICU
Norma Ortiz, interpreter services
Robert Peters, financial services
Radha Ramaswami, HIM facility based coding
Pamela Rock, cardiac rehabilitation
Ernesto Rodriguez, LVPG Obstetrics and Gynecology-17th Street
Molara Thomas, 5T

15 years

Debra Bianco, group health administrative services
Lauri Centolanza, NORI
Kimberly Cornwell, PGME internal medicine
Magdalene Cruz-Rivera, clinical services
Susan D'Annibale, psychiatry
Nicole Febbo, LVPG Family and Internal Medicine-Bethlehem Township
Lisa Garver, cardiac rehabilitation
April Gheller, cancer services
Dawn Gugliuzza, payroll
Tania Hewitt, Health Spectrum Pharmacy
Stuart Kennedy, information services
Marisa Kutchmarick, primary care operations
Tracey Lamoreux, Heart Station
Charissa Mattes, Heart Station
Charles Meckes, pharmacy

Lisa Nagel, neonatal ICU
Kandace Novak, HIM facility based coding
Diane Roebock, hospice unit
Kathleen Saylor, clinical social work
Maria Schneberger, PACU
Brenda Shaffer, library services
Michael Warfel, security

10 years

Amy Alexander, ambulatory surgical unit
Christine Balliet, staging/PACU
Mary Ellen Banyas, marketing and public affairs
Sewana Catoe, women's specialty float pool
Maritza Chicas, cancer support services
Courtney Clark, Heart Station
Mary Clausnitzer, LVPG Family Medicine-Easton Ave.
Nora Colon, ambulatory surgical unit
Carolyn Cramsey, infection control
Sarah Davies, 6K
Joanne Dinatale, NORI
Constance Erasmo, obstetrics
Amber Felton, emergency department
Brian Ferrebee, cardiac float pool
Jennifer Fleming, patient receivables office
Josephine Frans, 6T
Kristen Fritz, purchasing
Melissa Fye, diagnostic radiology
Laura Gabrick, LVHN Tilghman administration
Roshelle Glasgow, pre-op staging
Jennifer Glover, transitional open-heart unit
Michael Goldner, hospitalist program
Nicole Goodman, information services
Brian Graeff, inpatient rehabilitation
Betsy Green, rehabilitation
Jeffrey Gruber, Patient Access Center
Diane Hartzell, lab
Jonathan Hegedus, ultrasound
Erin Hiestand, LVPG Endocrinology-1243 Cedar Crest
Kristin Ingraham, LVPG Rheumatology-3080 Hamilton Blvd.
Amy Jibilian, LVPG Pediatrics-Center Valley
Angela Judd, transitional open-heart unit

Joshua Kern, PACU

Rachael Kern, outpatient registration

Jennifer Kistler, supply management

Rachael Kokemor, Lehigh Valley Anesthesia Services

Lucy Leiby, post-operative unit

Chiaki Lewis, open-heart unit

Clarissa Liew, LVPG Neurology-1250 Cedar Crest

Heather Liskanich, home care

Jennifer Mazur, physician documentation

Mary Mazur, home care

Jacqueline McCarthy Roberts, Regional Heart Center-Medical

Kevin McNeill, LVPG Family Medicine-Hamburg

James McNelis, LVPG Family and Internal Medicine-Bethlehem Township

Maja Osmanovic, LVPG Pulmonary and Critical Care Medicine-1250 Cedar Crest

Elizabeth Phy, Regional Burn Center

Tammy Poust, remote patient monitoring

Lori Pritchard, patient receivables office

Rebecca Rau, LVPG Family and Internal Medicine-Bethlehem Township

Katherine Robinson, nuclear medicine

Malgorzata Rokicki, rehabilitation services

Tracey Sabol, respiratory care services

Victorino Sandoval, LVPG Family Medicine-Trexlerstown

Dawn Semko, emergency department

Keisha Sewell, 2K South

Joseph Sexton, emergency department

Emilee Stone, patient receivables office

Becky Thomas-Creskoff, LVPG Pediatrics-Trexlerstown

Stacey Unterberg-Hill, Surgery Education Center

Louanne Verba, clinical services video monitor

Andrea Walsh, perinatal unit

Monica Weida, central document processing

Elizabeth Wetzler, physical/occupational therapy

Desiree Whitehead, core trauma nurse

Margaret Wolper, marketing sales and business development

Elisa Woodby-Spragle, psychiatry

Janet Yarko, LVHN Fitness

Christine Zeisloft, cardiac catheterization lab

5 years

Theresa Baranek, cardiac diagnostics

Randi Sue Bartholomew, LVPG Neurology-1250 Cedar Crest

Manuela Benites, Regional Heart Center-Medical
Amanda Bissey, LVPG Obstetrics and Gynecology-Pond Road
Jamie Blowars, ambulatory surgical unit
Matthew Bullivant, Inpatient Rehabilitation Center-Cedar Crest
Allyson Carmona, 7C
Rose Clark, LVPG Family and Internal Medicine-3080 Hamilton Blvd.
Suzanne Cornish, 3A IPCU
Brenda Croll-Stachelek, infection control and prevention
Lauren Diehl, cardiac catheterization lab
Jeaninne Einfalt, hospitalist program
Donna Evans, LVPG Hematology Oncology-Muhlenberg
Nathan Fenstermacher, neuro critical care
Jenna Ferguson, ICU
Kelley Flanley, open-heart unit
Katelyn Fryzol, Inpatient Rehabilitation Center-Muhlenberg
Nicole Fulmer, 5CP
Gwendolyn Gardner, emergency department
Jessica Gibiser, open-heart unit
Emily Glass, mother baby unit
Eric Goldman, emergency department
Melissa Hahn, emergency department
Roya Hamadani, community health
Shaista Hirji, group health administrative services
Kate Hummel, float pool
Billee Hurley, LVHN Fitness
Sherry Huskey, information services
Caitlin Jacobs, pediatric unit
Julia Jurkiewicz, Lehigh Valley Physicians Practice-Specialties
Rafael Kim, cardiac catheterization lab
Frank Kislan, emergency department
Yvonne Koller, trauma/neuro/burn float pool
Emily Kraus, ABC Family Pediatricians
Christina Laudenslager, operating room
Katie Leayman, ICO staging and recovery
Thomas Michaels, population health
Kacie Miller, BeneFIT
Lindsay Munas, cardiac ICU
Eileen O'Brien, behavioral health specialty float pool
Melanie Palko, vascular/interventional radiology
Karina Reed, LVPG Obstetrics and Gynecology-1245 Cedar Crest

Cindy Ruano, LVHN Fitness

Brandi Rudnitskas, palliative medicine

Laura Runne, emergency department

Heidi Schoenly, medical records

Michael Schrift, MICU/SICU

Amy Sheats, ICU

Laura Stanko, neonatal ICU

Tanya Steigerwalt, LVPG Pediatrics-Fogelsville

Jenna Stein, obstetrics

Jennifer Tyree, ExpressCARE

Lynn Van Gelder, medical oncology

Laura Walker, occupational safety department

Patricia Walters, population health

Tricia Wieder, accounts payable