Three LVHN Institutes Formed
They further our commitment to cancer, heart and surgical care.

Aggressively Recruiting
Kim Jordan says our determination to hire nurses hasn’t waned.

LVH–Muhlenberg Supervised Play Center Opens
It’s a convenient, free service for patients and visitors.

Tactics to Deal With Violent Situations
Free self-defense class offered to female colleagues.

Colleagues Respond to Hurricane Harvey
Learn how you can help too.

Sheldon and Shelden
They share a name and passion for volunteering.

Give Blood Sept. 12
Register online for this LVH–Muhlenberg drive.

Join Lititz Chocolate Walk Oct. 7
Book your seat on this Recreation Committee trip.

Retirement Income Strategies for Women
Register for one of five seminars in September.
Get Safely to School Whether Walking or Riding the Bus

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Three LVHN Institutes Formed

BY ADMIN · SEPTEMBER 6, 2017

Three LVHN Institutes Formed

This message is from Brian A. Nester, DO, MBA, FACOEP, LVHN President and Chief Executive Officer

From offering the first trauma unit in the region to starting heart surgery and much more, Lehigh Valley Health Network has set the standard for care and innovation in the region for many years. Today, we are announcing another significant commitment designed to advance our clinical services leadership, provide continuing medical education and pursue research that saves lives. We are increasing our commitment and fervor to combat heart disease, cancer and conditions that require surgical treatment through the development of the LVHN Heart Institute, LVHN Cancer Institute and LVHN Institute for Special Surgery.

The institutes will enable us to focus on conditions that impact many members of the community and will allow us to create better patient experiences and outcomes.

I’m excited to share with you how the formation of these institutes will help our community and why each of you, your family and friends should feel confident that the highest standards of care for these specialized services are available right here at LVHN.

What is an institute?
The word “institute” in successful health care organizations describes a location where clinicians of the highest caliber collaboratively conduct patient care, research and provider education at the highest level to better predict, prevent and combat disease. We are adopting the institute model because we have the necessary infrastructure, programs and partnerships in place to help our communities stay healthy and provide the most advanced treatment when needed. This includes our membership in the Memorial Sloan Kettering (MSK) Cancer Alliance, which offers the nation’s highest standard of oncology care, access to
key MSK clinical trials and integrated learning.

Lehigh Valley Hospital (LVH)–Cedar Crest will host the three institutes and serve as the hub where innovation, research and education originate. LVH–Muhlenberg, LVH–Hazleton, LVH–Schuylkill and LVH–Pocono will be members of each institute and provide patients with access to the institutes’ distinct services and expertise in their respective communities.

Who will lead the institutes?
Each institute will lead with a clinical and operational dyad reporting to the Executive Vice President level of Tom Whalen, MD, Chief Medical Officer, and Terry Capuano, Chief Operating Officer. The leadership teams are as follows:

- **LVHN Heart Institute**: Ronald Freudenberger, MD, Physician-in-Chief, LVHN Heart Institute, and Vincent Tallarico, Vice President, LVHN Heart Institute.
- **LVHN Cancer Institute**: Suresh Nair, MD, Physician-in-Chief, LVHN Cancer Institute, and Keith Weinhold, Senior Vice President, LVHN Cancer Institute.
- **LVHN Institute for Special Surgery**: Raymond Singer, MD, Physician-in-Chief, LVHN Institute for Special Surgery; Brian Leader, Vice President, LVHN Institute for Special Surgery, and Dan Quay, Director of Service Line Development.

How does an institute model benefit our patients?

- **Teamwork** — The best and brightest doctors and clinicians meet regularly to share their expertise with one another and work together to care for the patient as one team.
- **Advanced Treatment and Education** — LVHN doctors provide the most advanced technology and techniques in treating the patient’s condition. The team continues learning the most innovative approaches for care through ongoing formal training and medical education, and offers free programs and information about prevention, risk factors and screenings.
- **Research and Clinical Trials** — Doctors and clinicians consult the latest research to inform decisions based on the best and most current evidence available. Patients who qualify are able to participate in the latest clinical trials.
- **Access and Convenience** — Patients at all LVHN locations will have access to the services, resources and expertise from our institutes.

Why heart, cancer and special surgery?

We are focusing on cancer and heart disease because they are the top two causes of death in our region. LVHN leads the fight against these diseases, as well as other serious conditions that require surgery. Our focus is to provide the best access, service and outcomes to our patients by offering collaborative, innovative and specialized care.

People with heart conditions can take comfort knowing LVHN has the most experienced cardiologists and cardiac surgeons in the region, consistently ranking in the nation’s top 1 percent for heart attack survival. Consider LVHN was the region’s first to perform transcatheter aortic valve replacement (TAVR)
and is recognized as a center for performing complex mitral valve repair surgery. We lead the region in the life-saving technology known as ECMO and have specialized programs in women’s heart health, sports cardiology, advanced heart failure technologies, peripheral vascular and venous care and rhythm disturbance care. Learn more about the breadth and depth of quality and expertise at the LVHN Heart Institute.

People with cancer can have confidence knowing they have access to hundreds of life-saving and breakthrough clinical trials through our MSK partnership and other clinical relationships, and can receive surgical precision and comprehensive expertise through our multidisciplinary clinics for skin and soft tissue, upper GI, breast, prostate, lung and esophageal, and soon head and neck cancers. Learn more about the breadth and depth of quality and expertise at the LVHN Cancer Institute.

People who have serious illnesses that require surgery can be assured that our surgeons have the most experience in the region, specializing in robotic and minimally invasive surgery for chest, cancer, obesity, esophageal reflux, colon and rectal conditions, hernia surgery and more. Our emphasis on minimally invasive, leading-edge technologies, such as robotic surgery, allows our patients to return to their work and lives more quickly. Learn more about the breadth and depth of quality and expertise at the LVHN Institute for Special Surgery.

**Bringing value to the community**

At the forefront of our everyday innovation is the overall expertise of the LVHN medical staff and nursing teams. Our institute physicians are top-notch. They have been published in the nation’s most prestigious journals and trained at the nation’s best academic institutions, including Mayo Clinic, Cleveland Clinic, Harvard Medical School, Cedars Sinai Medical Center, Dana-Farber Cancer Institute, Memorial Sloan Kettering and Moffitt Cancer Center. Since 2002, our Lehigh Valley hospitals and nurses have held the American Nurses Credentialing Center’s Magnet designation, the highest and most prestigious distinction a health care organization can achieve for nursing excellence and quality patient care. LVHN is the only Magnet-designated organization in the Lehigh Valley and surrounding region.

Our strong leadership and relentless pursuit of innovation coupled with the adoption of an institute structure deliver true clinical value to our community. We hope to instill confidence that LVHN has a sharp focus on our community’s greatest health needs and provides unparalleled and convenient care close to home in these specialties. I have so much faith in LVHN – and all of you – that I bring my family here for all their health care needs. And you should too.

It’s an honor for us to be able to validate our commitment to cancer, heart and surgical care in this manner. It’s also another way for us to share the incredible work all of our colleagues do every day. Thank you for all you do for LVHN.
Three LVHN Institutes Formed – LVHNDaily

Tags: Brian Nester  LVHN Cancer Institute  LVHN Heart Institute  LVHN Institute for Special Surgery

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Aggressively Recruiting

BY KIM JORDAN, DNP, RN · SEPTEMBER 8, 2017

There have been a handful of media reports that may ring a bell with you. They’re about how nurses feel their hospital is understaffed. Instead of going into why that seems to be the case, let’s talk about what we’re doing, and have done, to make LVHN the exception to that, and how you can help.

Hiring recap

In May, I started this blog to keep you apprised of nurse staffing, as well as give updates about other parts of patient care services. Here is an update regarding nurse hiring:

- May/June: 70 nurse interns completed orientation and were placed into positions, many in the new Family Health Pavilion at LVH–Muhlenberg.
- July/August: 135 nurse interns were hired across multiple specialties.
- September: 58 more nurse interns were hired, also across multiple specialties.

Recruiting doesn’t stop. Our next big recruiting event will take place at the ANCC’s National Magnet Conference® in October. We will showcase you, your accomplishments and LVHN in a convention that’s full of nurses and soon-to-be-nurse graduates. We’re looking forward to sharing the LVHN culture with them and hope our pitch is enticing enough to bring some of them to the Lehigh Valley.

Medical-Surgical need

We are making inroads with our hiring in many areas. However, I am still concerned about vacancies in med-surg. The positive news is this: We are making progress! Not only are we hiring qualified candidates, we are preparing to interview more med-surg candidates – 30-plus, in fact. We will continue advertising, educating, meeting/greeting, interviewing and hiring to bring the med-surg area where I want it to be, and where you want it to be too.

What we can do together

I love big-picture thinking. Here’s a big-picture thought for you: My goal is for us to be “the organization” at which all nurses want to work. This is not something one person can accomplish alone. I need your
help – nurses, administrative partners, technical partners, respiratory technicians, personal observation assistants, doctors, advanced practice clinicians, volunteers, etc. – to make LVHN that organization. If we all do something, it will create a big impact. A couple of ideas:

1. Show colleagues that you care. A smile can go a long way to make your day better, not to mention someone else’s.
2. Thank your whole patient care team. This isn’t an individual sport – make sure the support staff you work with knows you are grateful to have them working with you for your patients.
3. Ask nurses you know who work at other hospitals to consider applying for a job at LVHN. Be sure to tell them what you love about this place and how they would make a great contribution here.

How else would you help us become the organization where everyone wants to work? Tell me at Marie.Jordan@lvhn.org.

Thankfulness never stops

As many of you know, I attend daily leadership huddles – great meetings that provide insights into all you do for patients. Just yesterday at LVH–Cedar Crest, I heard two stories about staff on NICU and 6C from grateful patients and families. I know those patient stories exist every day on every unit, so thank you for making patients feel cared for and loved (and sometimes nudged to do what is best for their health).

You are the people who make LVHN “the organization” all others aspire to – your professionalism and compassion attract patients (and families) who know they will receive great care. In the community you are “the organization” that goes out of your way to make sure tens of thousands of flu shots are given. You are also “the organization” that intrigues future colleagues who want to know what it is that makes LVHN special. I’m glad I already know.

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.
Supervised Play Center Comes to LVH–Muhlenberg

BY SHEILA CABALLERO · SEPTEMBER 4, 2017

Our new children’s play center on the campus of LVH–Muhlenberg is sure to bring a smile to the faces of children and their parents when it opens on Tuesday, Sept. 5. Located inside the Family Health Pavilion, Lehigh Valley Children’s Hospital Play Center is decorated with kid-sized furnishings, colorful rugs and nature-inspired murals.

The play center is a free service available to children 2 ½ through 12 years of age. Parents and guardians may use the service for up to two hours while they receive treatment, attend an appointment or visit a patient on our campus.

A fun space for children

The play center offers a safe space where kids can be kids. Children are free to move around, get creative with supervised arts and crafts, or enjoy a story under the watchful eyes of a certified attendant and volunteers.

“This supervised space allows parents and guardians to focus on their own health care needs or that of a sick or recovering loved one,” says Mary Bianchi, Vice President Women and Children's Service Line. “It will help make going to the doctor or visiting a friend more convenient, while also giving children a safe space for fun, supervised activities.”

First-time visitors will need to register their child for the service. Children must be free from illness and wear socks. Parents and guardians are required to show photo identification.

Children and their parent or guardian will have matching identification bracelets placed on their wrists. The identification bracelet must remain on your wrist until you pick up your child.

Here’s what you need to know before visiting:

**Location:** Family Health Pavilion at LVH–Muhlenberg, first floor

**Hours:** Monday through Friday, 8 a.m.-4:30 p.m.
**Who can attend:** Children 2½ through 12 years old who are free from illness or infection

**What to bring:** Socks for your child and a photo ID for each responsible parent/guardian. Outside toys are not allowed.

**Contact:** For more information or to reserve a space for your child, call 484-884-2021.
Learn Tactics to Deal With Violent Situations

BY TED WILLIAMS · SEPTEMBER 7, 2017

Though potentially violent situations are isolated, they do exist. Women in particular can feel vulnerable walking to their vehicle, leaving work late or entering a dark home. There are steps you can take to reduce the risk of becoming the victim of violence, and female colleagues now have the opportunity to learn these steps free of charge.

The Rape Aggression Defense (RAD) System is the largest, most comprehensive women’s self-defense course in the world. The system empowers women to make their own decisions regarding self-preservation and self-defense. Women learn defensive concepts and techniques against various types of assaults by utilizing proven, effective self-defense tactics.

The RAD course is taught by certified instructors. The 12-hour course focuses on awareness, prevention, risk reduction, avoidance and basic hands-on defense.

Colleagues who complete the course have lifetime free access to any RAD classes taught in the U.S. or Canada at any time if they'd like to brush up on self-defense techniques.

The classes will be taught at the public safety office, 2024 Lehigh St., Allentown, in different timing formats to make them accessible to different shifts. The schedule will be as follows:

- **Sept. 25 and 27**, 6-9 p.m. (each class) and **Sept. 30**, 8 a.m.-2 p.m.
- **Oct. 14 and 21**, 8 a.m.-2 p.m.
- **Nov. 5 and 12**, noon-6 p.m.

For more information and course registration, see our RAD brochure or contact Kim Diehl of public safety at 610-402-2333. Again, the RAD course is available to women colleagues only.
Colleagues Respond to Hurricane Harvey

BY SHEILA CABALLERO · SEPTEMBER 8, 2017

The news is filled with heart-wrenching images of devastation in Houston and surrounding communities impacted by Hurricane Harvey. Now Hurricane Irma is threatening Florida and communities along the eastern seaboard. LVHN colleagues – always known for their caring and compassion – are understandably concerned for the welfare of fellow Americans. And many of you have reached out asking how you can help.

- **Support fellow health care workers.** The Hospital & Healthsystem Association of Pennsylvania (HAP) is asking members to consider making a donation to help fellow health care workers through the Texas Hospital Association Employee Assistance Fund. Past experience reminds us that financial donations are the biggest need during times of national disaster.

- **Follow deployment guidelines.** FEMA and the U.S. Department of Health and Human Services request that individuals and health care providers do not self-deploy to impacted areas. Instead, follow these guidelines for deploying to affected areas and register on the Voluntary Organizations Active in Disasters (VOAD) website. In addition, physicians and nurses should review licensing requirements prior to engaging in relief efforts.

- **Talk to your supervisor about PTO and Leave of Absence.** If you wish to aid in relief efforts you should talk to your supervisor to see if you qualify and can be approved for a personal leave of absence (LOA). Colleagues who have accumulated earned PTO must exhaust those hours, after which the leave will be unpaid. More details on LOA can be found on the HR intranet.

In addition, many organizations are accepting donations for disaster relief in affected communities. Charity Navigator has compiled a list of highly rated relief organizations in Texas.

**Answering the call**

Colleagues Lou Puentes, Administrator, Department of Public Safety and Emergency Operations, and Josh Houck, Preparedness Specialist, took PTO to provide incident management assistance at the request of former LVHN colleague Mike Wargo.
“Josh and I spent four days helping the HCA response team in Nashville,” Puentes says. “They have many hospitals in the impact zone. Our task was to coordinate evacuation of high-risk patients. Many hospitals were completely blocked off due to flooding and the only way out was by air.” Puentes and Houck asked if they could immediately deploy and got great support from senior leadership to support others in a time of crises.
When rookie LVHN volunteer Sheldon Dubois, 17, was paired up with nine-year-veteran volunteer Sheldon Radin, 80, for the summer of 2017, the shared name instantly bonded them.

“I’ve never met anyone else named Sheldon in my life,” says the younger Sheldon. He does not count his family, of which Dubois is a fifth-generation Sheldon, and often called “Five” by those close to him.

And of course, there’s the popular Sheldon Cooper from CBS’s “The Big Bang Theory.” That Sheldon is a physicist, just like Radin, a retired Lehigh University physics professor. “I’m more like Leonard (Big Bang’s other physicist) than Sheldon,” he says.

Radin and Dubois spent the summer together helping patients and visitors at a busy location inside LVH–Cedar Crest, the help desk outside the John and Dorothy Morgan Cancer Center atrium.

Both have servants’ hearts. Before joining LVHN, Radin volunteered at the Da Vinci Science Center, the Wildlands Conservancy and ArtsQuest. “I’ve always wanted to do something for the good of the community,” he says. Dubois, an avid hockey player, volunteers with the Special Hockey of the Lehigh...
Valley Polar Bears as an on-ice instructor. He was one of 90 teens to volunteer at LVHN this summer.

During each four-hour shift, they kindly direct visitors and patients who approach them with a slew of requests. They help people navigate their way to a doctor's office or find the nearest elevator.

"Can we help you, sir?" and "Are you alright?" are questions frequently asked by the duo. Both are eager to help people, and they each have stories about how their work truly impacts others.

"Some patients share personal things with us," Dubois says. He tells a story of a patient he helped push in a wheelchair to the pharmacy who had been through a hard time. "I was able to share some of my experiences with her," Dubois says. "I wasn't a social person, but this job forced a lot of social contact. It broke me out of my shell."

Each day, Radin and Dubois fill out a volunteer greeter log to track the number of times they help people. "The most I've helped is 74," Radin says. On average, they help between 30 and 60 people each shift.

Throughout their summer together, Shelden and Sheldon became close over their shared love of learning. They discuss science, history (with fellow volunteers who are war veterans) and articles in "The Economist." Radin brought in each issue for the pair to pour over. "I learned so much from him," says the younger volunteer. "He even taught me about the electromagnetic spectrum."

Physics lessons aside, together they spent the summer enriching the lives of those who visited their desk. Behind that desk is a taped paper border that says, "Today is a good day to have a good day."

"Our job," Radin says, "is making patients and their families feel better about being here."

**Know an adult who wants to volunteer at LVHN?** Tell them to visit LVHN.org/volunteer or call 610-969-2850.
Give Blood Sept. 12

BY TED WILLIAMS · SEPTEMBER 6, 2017

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.

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 is an upcoming opportunity for you to save a life in September.

**Sept. 12:** LVH–Muhlenberg ECC rooms B, C and D, 8 a.m.-3 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.

Tags: blood donation, Blood Drive, give blood
Join Lititz Chocolate Walk on Oct. 7

BY TED WILLIAMS · SEPTEMBER 4, 2017

Chocoholics rejoice! Join the Lehigh Valley Recreation Committee on a trip to Lititz, Pa., for the annual Chocolate Walk. With more than 25 locations, you will tour the shops in downtown Lititz in search of mouth-watering chocolate treats. Samples are donated from some of the region’s top chefs, bakers, ice cream shops and candy makers. Lititz Chocolate Walkers literally eat their way across town. All the money raised from ticket sales goes to support children-focused charities in the Lancaster County region.

Oct. 7, 2017

Annual Lititz Chocolate Walk

Price: $55 per person

Complete a registration form or contact Brandi Haja for more details.
VALIC – Retirement Income Strategies for Women

BY TED WILLIAMS · SEPTEMBER 5, 2017

VALIC Retirement, the company managing our retirement plans, will host the seminar “Retire Income Strategies for Women” at the following locations:

**Sept. 12** – 12-1 p.m., LVHN–Mack Boulevard room 6B

**Sept. 13** – 12-1 p.m., LVH–Cedar Crest ECC room 5

**Sept. 14** – 12-1 p.m., LVH–17th Street auditorium

**Sept. 20** – 12-1 p.m., LVH–Muhlenberg ECC room D

**Sept. 21** – 12-1 p.m., LVHN–One City Center room 8 East 2

Registration is required to attend one of these seminars. [Click here to register](http://daily.lvhn.org/) and enter one of the following codes:

For LVHN–Mack Boulevard seminar: LVHALL11BL

For LVH–Cedar Crest seminar: LVHALL11BC

For LVH–17th Street seminar: LVHALL11BJ

For LVH–Muhlenberg seminar: LVHBET11AR

For LVHN–One City Center seminar: LVHALL11BC

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

Questions about Medicare supplements, Advantage or prescription plans?
Peggy Strouse 484-862-3478

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