

## **Heart and Cancer Institutes Come to Life-Video**

Celebrate with colleagues who are amazing everyday.

## **You're Part of our Giant Heart-Photos**

Colleagues celebrate National Wear Red Day.

## **Submit Suggestion to the Bright Idea Generator**

Help innovate and enhance the patient experience.

## **Terry's Take: Creating a Great Customer Experience**

Do your part to help us build brand loyalty.

## **February Service Anniversary List**

See who is celebrating a career milestone.

## **Cancer Institute Colleagues Back the Eagles-Photos**

They wore green to raise money for the Prager Fund.

## **25 Percent Off LVHN Tote or Duffel Bag**

Get this discount online or in our gift shops.

## **Sales Coming to LVH-Muhlenberg**

Bake sale is Feb. 9; bag sale is Feb. 16.

## **Give Blood Feb. 7 and 28**

Drives are scheduled for Cedar Crest and Mack.

## **Your Retirement Plan at Work**

Register for one of five VALIC seminars this month.

## **My Total Health Opportunities**

See which classes are available in February.

**Schedule  
First Available  
Appointments**

[Learn More](#)



**Are We  
Reaching Our  
January Goals?**

[Learn More](#)



**Lynn's Turn:  
Opening Doors  
With PRIDE**

[Learn More](#)



## LVHN news

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The Importance of 3-D  
Mammograms for Dense  
Breasts

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LVH-Pocono Distributes  
Tourniquets to Police

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Personal Nurse Liaison  
Guides First-time Mom

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

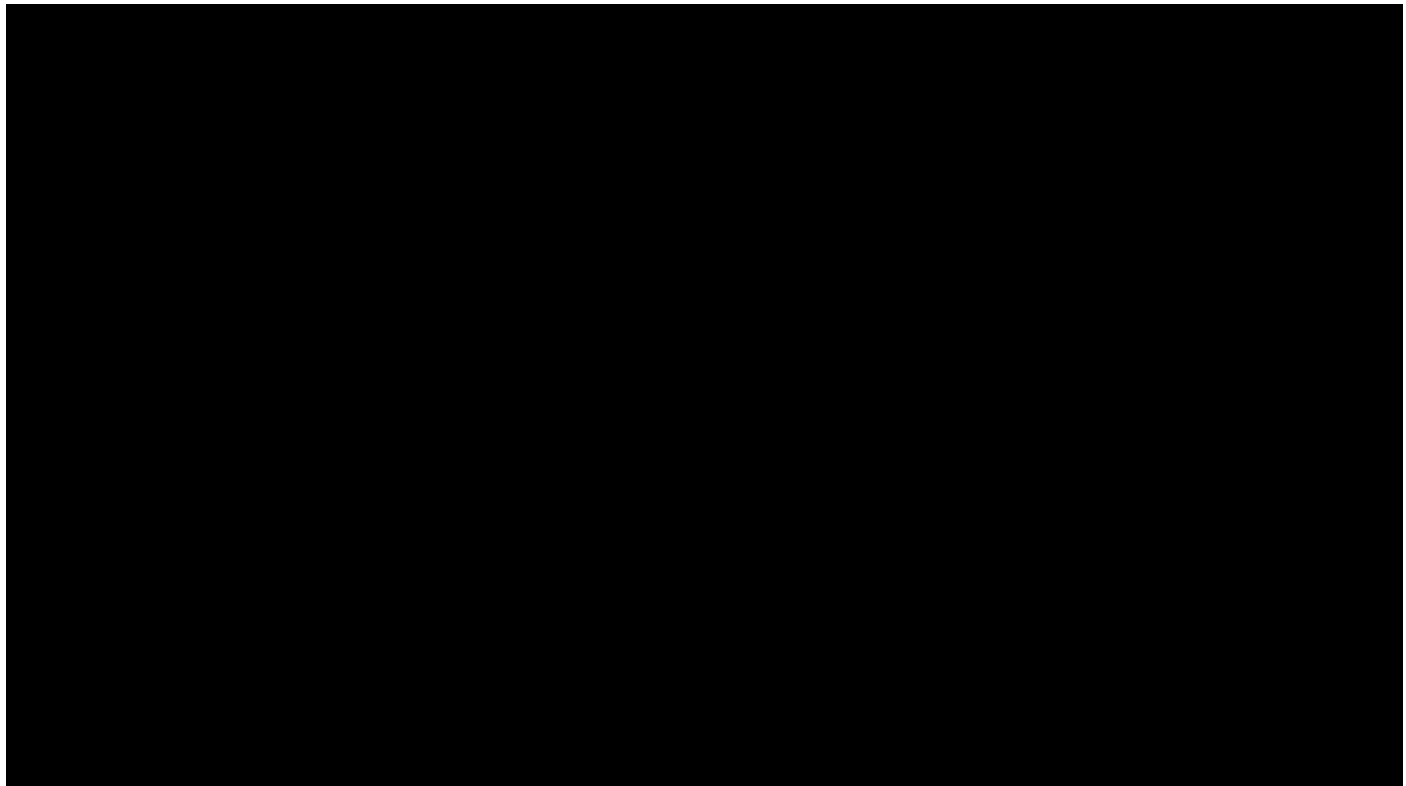
# Jan. 31 – The Day Our Heart and Cancer Institutes Come to Life- VIDEO

BY [TED WILLIAMS](#) · JANUARY 30, 2018

Get ready to celebrate on Wednesday, Jan. 31. That's the day our Lehigh Valley Heart Institute and Lehigh Valley Cancer Institute become "official," which means institute-branded signage, lab coats, ID badge-holders and other materials will begin to be put on display for the community to see. That's the day we begin to celebrate our institute colleagues, who are amazing everyday creating extraordinary stories about saving lives.

This is very meaningful for everyone at LVHN. Becoming an institute indicates a commitment to collaboratively conduct patient care, research and provider education at the highest level to better predict, prevent and combat disease. This distinction reaffirms our position in the community as the best choice for heart and cancer care.

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



We're commencing this celebration today with the commemorative video that's part of this blog post. This will be an ongoing effort well into the spring, and we invite every colleague to join in the celebration

and share our institute excitement with your colleagues as well as your friends outside LVHN. Our community marketing campaign will initially concentrate on the Heart Institute. The focus will then turn to the Cancer Institute in the spring.

Here are the key dates and tactics to keep in mind:

### **Lehigh Valley Heart Institute**

**Wear red and help us create a giant heart!** During our Go Red Celebration, everyone is encouraged to wear red on Friday, Feb. 2, in honor of National Wear Red Day, the American Heart Association's annual observance of its movement to end heart disease. All colleagues are invited to take part in creating a giant red heart at locations throughout our health network, which will be photographed and used in a variety of institute promotions. Join us as one of many LVHN faces making up our giant red heart.

Photos will be taken Feb. 2 at:

- LVH–Cedar Crest, Jaindl Pavilion steps – 1:15 p.m.
- LVH–Muhlenberg, front entrance steps – noon
- Health & Wellness Center at Hazleton – 9 a.m.
- LVH–Schuylkill E. Norwegian Street, third floor, main lobby – noon

**Inspiring the community** – Our external marketing campaign begins with print ads in local newspapers on Feb. 4. Throughout February and into March, billboards, radio commercials and television ads about our Heart Institute will become very familiar to you. Our community will become fully aware that we are the best place around for heart care.

### **Lehigh Valley Cancer Institute**

**We shift to cancer care in late March** – Internal promotions featuring significant areas for our outstanding cancer care will be showcased in a photo gallery with Cancer Institute colleagues. Exact details and times will be released closer to the occasions, but be assured colleagues will have the opportunity to join in our celebration of the region's best choice for cancer care.

**Community marketing** – April 2 is the launch date for the Cancer Institute's external marketing campaign. Tactics will be similar to those used for the Heart Institute campaign. You'll see print and TV ads and hear radio commercials everywhere as we create the same institute excitement.

Share our pride in our institutes and let people know why LVHN is the best choice for heart and cancer care.



You're Part of our Giant Heart – PHOTOS

2 FEB, 2018



Lehigh Valley Cancer Institute Colleagues Back the Eagles for a Good Cause-PHOTOS

2 FEB, 2018

# You're Part of our Giant Heart – PHOTOS

BY [RICK MARTUSCELLI](#) · FEBRUARY 2, 2018

## N04082\_Heart Institute-Go Red CedarCrest



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Happy Go Red Day! As part of our celebration – and in recognition of the official launch of [Lehigh Valley Heart Institute](#) – colleagues were invited to take part in creating a giant red heart at locations throughout our health network. See the photos above. National Wear Red Day is the American Heart Association's annual observance of its movement to end heart disease. Thanks for being part of our giant red heart, for caring for our community and for being amazing everyday.



Raise Awareness for Heart Disease in Women  
by Wearing Red Feb. 2

# Submit Your Great Suggestions to the LVHN Bright Idea Generator

BY TED WILLIAMS · FEBRUARY 1, 2018

Colleagues, have you ever come across something in the course of your daily duties at LVHN that made you wonder: “If only we could do this instead?” That’s the kind of thinking we’re hoping to turn into a positive step forward for our health network.

Our colleagues have a lot of great ideas for making LVHN’s future even brighter, and now we have a place to go with those inspirations. It’s called the LVHN Bright Idea Generator. It’s a simple, easily accessible process for colleagues to submit ideas about how we can be more innovative in our care and processes, improve the patient experience, help the community access our services and more.



The Bright Idea Generator is accessible from the intranet home page. Look for the shining lightbulb icon, which will take you to a form where you can present your idea. For example:

- **Clinical innovations** – Imagination, inspiration, ideation and innovation are everywhere, especially within our LVHN family. The Air Products Center for Connected Care and Innovation is looking to harness your ideas related to technological, process or financial improvements that support LVHN’s Triple Aim (Better Health, Better Care and Better Cost).
- **Improving the patient experience** – It’s everyone’s responsibility to help ensure an exceptional patient experience. It’s the sum of all of our patients’ interactions that make up their experiences with LVHN. What ideas do you have to improve processes (such as waiting in line), physical spaces (comfort and convenience) or service standards for all colleagues (empathic, compassionate interactions) that we at LVHN can utilize to improve the patient experience? Maybe it’s an idea to do something differently at the bedside, or physical improvements at any of our locations or innovative services that could differentiate us in the market. What are the things we could be doing better?
- **Improving access** – We’ve made great strides to make sure accessing our quality care is more convenient. People can call (888-402-LVHN), click (LVHN.org or MyLVHN) or walk in (ExpressCARE without an appointment, even check real-time wait times on LVHN.org). Do you have other ideas for this vital initiative?



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Your suggestion will be routed to the appropriate department. Depending on the suggestion, you may be asked if you'd like to participate in finding the solution.

Please give us your ideas [here](#) and help make the best health network in the region even better.

# Terry's Take: Creating a Great Customer Experience

BY TERRY CAPUANO · JANUARY 31, 2018



What makes a great customer experience? Brands like Starbucks and Amazon devote significant time and resources to get the customer experience right. In fact, it's their laser focus on the customer that makes them so successful.

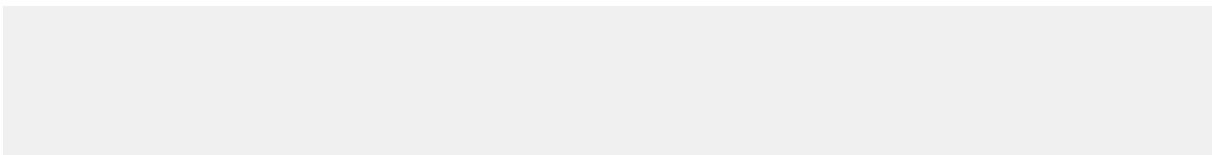
Getting it right builds brand loyalty and repeat business. It explains why consumers will drive miles to Starbucks for their morning brew. It's also why I'm a repeat Amazon Prime customer. Buying on Amazon Prime is a consistently good experience. One click and my transaction is complete. And within two days an Amazon box – imprinted with their signature smile – arrives at my doorstep.

Amazon's brand loyalty was built on knowing what consumers want: convenience, value, selection and great customer service. Amazon has my business because it delivers a consistent experience every time.

Unlike Amazon, LVHN is in the business of caring for people. Yet some of the same customer service principles apply – patients want to be treated with respect and have a consistently outstanding experience wherever they spend their time, energy and dollars. Our community expects a great experience from LVHN. And they deserve it. To do that, we can adopt attitudes and behaviors to help us increase satisfaction and loyalty for the health network.

For starters, we can give patients and visitors a warm welcome when they arrive anywhere in the health network, when they call us on the phone or when they visit us online. It sounds simple, yet greeting our patients, family members and community in the same manner – at every interaction – will help us build trust and brand loyalty.

## **A warm welcome at every touchpoint**





*Guest services representative Luz Diaz offers a warm welcome and a warm blanket to patients arriving for care in the emergency department at LVH–Cedar Crest.*

At LVHN, we know that every interaction matters. It starts by making the PRIDE promise. That means making a commitment to always treating patients, family members and each other with PRIDE at every touchpoint in Hazleton, Schuylkill, Pocono and the Lehigh Valley.

Touchpoints occur when a patient calls for information, an appointment or a test. They occur in our parking area, at the welcome desk and in the hallway. They happen during clinical visits, tests and hospital stays. And they occur when patients call us with a question about their bill.

We create a warm welcome when we smile, make eye contact, solve a problem or explain why there is a wait time. Creating a warm welcome also means anticipating our patients' needs. Are they cold, hungry, confused? If so, we can bring a warm blanket, guide them to the cafeteria or listen with empathy.

We know that LVHN offers the highest level clinical care in our community, and we have the numbers to prove it. When we work together to combine exceptional clinical care with unbeatable customer service we'll create tremendous brand loyalty for LVHN so patients will come back to us again and again.

***How do you and your colleagues create a great experience for patients and visitors? Share your ideas with me here.***



*Terry Ann Capuano*

**About me:** My name is Terry Capuano, RN, and I am the Executive Vice President and Chief Operating Officer at LVHN. I have worked at LVHN for more than 30 years and consider it an honor to serve as your COO. I greatly enjoy meeting colleagues, sharing stories and enhancing relationships throughout the health network. [Learn More](#)

# Service Anniversary List – February 2018

BY [EMILY SHIFFER](#) · JANUARY 31, 2018

Happy anniversary to these colleagues celebrating a career milestone at LVHN in February 2018.

## 40 years

Theresa Mylet, cardiac rehabilitation

## 35 years

Kathleen Gruzdis, case management

Rita Heintz, patient accounting

Sandra Marsh, office of philanthropy

Patricia Shelly, psychiatry

## 30 years

Michele Achey, 7T

Holly Gaugler, operating room

David Gessner, care services

Michele Gessner, pediatric unit

Janet Hangen, information services

Cynthia Heffner, Center for Women's Medicine

C Magdalena, Lehigh Valley Physicians Practice

Stephen Palmer, cardiac catheterization lab

Tina Ruhf, care management

## 25 years

Keicia Dennis, home care

Ruth Fillebrown, home care

David Hanzelman, endoscopy/G.I. lab

Donna Kistler, department of medicine

## 20 years

Stephanie Morrison, emergency department

Amie Sperlbaum, patient accounting

## 15 years

Colleen Camasta, operating room

Shannon David, Hemodialysis Center



Linda Fenstermaker, health education and wellness  
Jill Ferragame, home care  
Nancy Homlish, home care  
Chad Keck, information services  
Gwen Knauss, Joint Commission and regulatory affairs  
Christine Leech, emergency department  
Caroline Maurer, inpatient diabetes education  
Jeannine Miller, HealthWorks  
John Niemkiewicz, radiation oncology  
Cynthia Rock, pediatric unit  
Nancy Schmidt, department of medicine  
Kathleen Strzepek, LVPG Obstetrics and Gynecology-Easton

### **10 years**

Resam Andujar, medical staff services  
Jeremy Batman, radiology  
John Blauser, 4KS  
Maria De Luna, LVPG Obstetrics and Gynecology-1245 Cedar Crest  
Dartanyon DeLillo, electrophysiology lab  
Lisa Fort, ExpressCARE  
Tammi Marie Garguilo, patient accounting  
Brooke Graziano transitional open-heart unit  
Jessica Huber, revenue cycle systems  
Frank King, Children's Clinic  
Lauren Madea, pharmacy  
Dana Mertz, 4K  
Marc Miner, radiation oncology  
Danielle Pearce, emergency department  
Hilary Ryan, radiology  
Karen Severinsen, labor and delivery  
JohnSmulian, LVPG Maternal Fetal Medicine-3900 Hamilton Blvd.

### **5 years**

Jacqueline Anthony, LVPG Ophthalmology-17th Street  
Jenna Bartholomew, physical/occupational/speech therapy  
Andrew Blackwell, emergency department  
Karen Briones-Suriel, financial services  
Matthew Brown, pharmacy  
Jessica Brushwood, MICU/SICU  
Cynthia Burlew, LVPG Cardiac and Thoracic Surgery  
Maureen Carroll, neuroscience

Ashley Colon, LVPG Pediatric Endocrinology-17th Street  
Lisa Cuvo, specialty float pool  
Rocio De La Rosa, LVPG Surgical Oncology-1240 Cedar Crest  
Indira Diaz, Lehigh Valley Family Health Center  
Julie Edwards, emergency department  
Lisa Fahringer, LVPG Urology  
Jennifer Fehnel, outpatient registration  
Daryl George, Emergency Communication Center  
Chelsea Gerhart, marketing and public affairs  
Perry Gouzouasis, clinical services  
Brittany Greenleaf, labor and delivery  
Kimberly Hahn, payroll  
Malgorzata Halat, cardiac ICU  
Christian Haley, neuroscience unit  
Francesca Heredia-Caines, patient receivables office  
Leah Hines, labor and delivery  
Kelly Holzer, patient accounting  
Cathryn Kelly, population health  
Stephanie Kuster, Inpatient Rehabilitation Center-Cedar Crest  
Michelle Laky, LVPG General and Trauma Surgery  
Elizabeth Lopez, revenue cycle  
Susan Lorenz, 5CP  
Eryka Machado, LVPG Pediatrics-Easton  
Stephen Madea, pharmacy  
Laura Martin, emergency department  
Claudene McCartney, patient accounting  
Janel Mest, ICU  
Latoya Mitchell, information services  
Margaret Mizelle, open-heart unit  
Yamilee Mora, emergency department  
Jaclyn Onuschak, Regional Heart Center-Medical  
Lindsey Poncavage, ICU  
Alex Priblo, vascular/interventional radiology  
Cindy Rodrigo, human resources  
Dalila Saez Rivera, Fleming Memory Center  
Gena Santini, patient accounting  
Brittany Scavello, emergency department  
Deborah Sitko, LVPG Internal Medicine-Muhlenberg  
Jason Sommer, LVPG Urology  
Denise Spaar, patient accounting

Erika Stein, LVPG Family Medicine-Nazareth

Melvin Steinbook, LVPG Urology

Anna Thomas, 2K South

Julie Varilek, LVPG Family and Internal Medicine-Bethlehem Township

Kelly Wolfe, 6K

Tonia Yaghi, pharmacy



# Lehigh Valley Cancer Institute Colleagues Back the Eagles for a Good Cause-PHOTOS

BY [TED WILLIAMS](#) · FEBRUARY 2, 2018

## Eagles\_1



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Lehigh Valley Cancer Institute colleagues who are fans of the Philadelphia Eagles made their presence known today ahead of Sunday's Super Bowl by wearing team gear at practices and outpatient units on the LVH-Cedar Crest and LVH-Muhlenberg campuses as well as practices in Bangor and Leighton.

Every colleague had the opportunity to wear Eagles gear today as well as last Friday in exchange for a donation to LVHN's David Prager Patient Assistance Fund, which provides assistance for an eligible cancer patient's day-to-day, nonmedical needs during treatment. Participating Cancer Institute practices and units collected over \$3,000 for the fund during the two weeks. You too can donate to a very worthy cause yourself by going to [LVHN.org/pragerfund](http://LVHN.org/pragerfund).

David Prager, MD, was a cancer specialist who practiced at LVHN for more than 30 years. During his

career, he served as Division Chief of Hematology Oncology and Director of the John and Dorothy Morgan Cancer Center. He is credited with launching the Miller Memorial Blood Center and bringing hospice care to the Lehigh Valley. Prager died in 2010 at the age of 78.

The Eagles play the New England Patriots in Super Bowl LII on Sunday.

# Get 25 Percent Off LVHN Tote or Duffel Bag

BY [EMILY SHIFFER](#) · FEBRUARY 1, 2018

Now you can shop for LVHN-branded apparel and merchandise at a discounted price in our gift shops and online. Each month, a new item will be featured.

February's items are boat tote and metro duffel bags. Regularly priced at \$39.99, you can purchase either of these bags for \$29.99 this month. That's 25 percent off. No other discounts apply.

There isn't a promo code – it's already reduced online and in stores.

To shop for these bags and other LVHN items, visit the [LVHN Shop](#).









New Monthly LVHN Apparel Promotion: 25  
Percent Off LVHN Microfleece

10 JAN, 2018

# Bake Sale, In The Bag Sale Set for LVH–Muhlenberg Feb. 9 and 16

BY [TED WILLIAMS](#) · FEBRUARY 2, 2018

Over the years, the Lehigh Valley Hospital–Muhlenberg Auxiliary has supported the hospital by operating the Camille gift shop and conducting a variety of fund-raising events and activities. Here is what the auxiliary has scheduled in February.

## **Bake Sale**

Feb. 9, LVH–Muhlenberg cafeteria hallway, 8 a.m.-4 p.m.

## **In The Bag Sale**

Feb. 16, LVH–Muhlenberg cafeteria hallway, 8 a.m.-4 p.m.

## ***The history of The Lehigh Valley Hospital–Muhlenberg Auxiliary***

When a group of Lutheran clergy purchased a 102-acre alfalfa field and set out to build a new hospital for Bethlehem in the late 1950s, a group of women who became The Auxiliary of the Muhlenberg Hospital Center went to churches all over the Lehigh Valley to gather members and funds in support of the project. By the time the hospital was dedicated in 1961, it was one of the largest auxiliaries in the country.



# Give Blood at LVH–Cedar Crest, LVHN–Mack Boulevard in February

BY [TED WILLIAMS](#) · FEBRUARY 1, 2018

LVHN and Miller-Keystone Blood Center make it easy for you to give the gift of life. Visit [giveapint.org/LVHN](https://giveapint.org/LVHN) to sign up online for an upcoming blood drives at LVH–Cedar Crest and LVHN Mack Boulevard.

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 some upcoming opportunities for you to save a life in February.

**Feb. 7:** LVH–Cedar Crest ECC rooms 9 and 10, 8 a.m.-5 p.m.

**Feb. 28:** LVHN–Mack Boulevard auditorium, 7:30 a.m.-12:30 p.m.

To reserve an appointment, visit [giveapint.org/LVHN](https://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.





# VALIC – February Your Retirement Plan at Work

BY [TED WILLIAMS](#) · JANUARY 29, 2018

With essential living expenses like housing, food and fuel rising, you may be tempted to put off saving. If this sounds like you, don't miss this month's VALIC seminar "Your Retirement Plan at Work."

At this educational workshop you will learn:

- Why it's important to start saving
- The benefits of participating in your LVHN Retirement Plan
- Plan features and benefits
- How to start saving for a secure future



Register today for one of these seminars:

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

**Feb. 7** – 12-1 p.m., LVH–Muhlenberg ECC room D

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

**Feb. 13** – 12-1 p.m., LVH–17<sup>th</sup> Street auditorium

**Feb. 15** – 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](#) and enter one of the following codes:

For LVHN–Mack Boulevard seminar: LVHALL11AZ

For LVH–Muhlenberg seminar: LVHBET11AS

For LVH–Cedar Crest seminar: LVHALL11AV

For LVH–17<sup>th</sup> Street seminar: LVHALL11AR

For LVHN–One City Center seminar: LVHALL11CC

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–17<sup>th</sup> 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

# February My Total Health Opportunities

BY [TED WILLIAMS](#) · JANUARY 29, 2018

My Total Health offerings this month for raising a family include breastfeeding baby classes, Maternity tours, hands-only CPR class and more. Here are this month's events.

## **LVH–Cedar Crest**

**Feb. 4** – Sibling Tours

**Feb. 4, 12 and 26** – Maternity Tours

**Feb 4 and 24** – Preparing for Childbirth (one-day class)

**Feb. 6 and 26** – Breastfeeding Baby

**Feb. 13** – Preparing for Labor and Childbirth (two-week series)

**Feb. 17** – Baby Care

## **LVH–Muhlenberg**

**Feb. 4 and 27** – Baby Care

**Feb. 6, 11, 20 and 25** – Maternity Tours

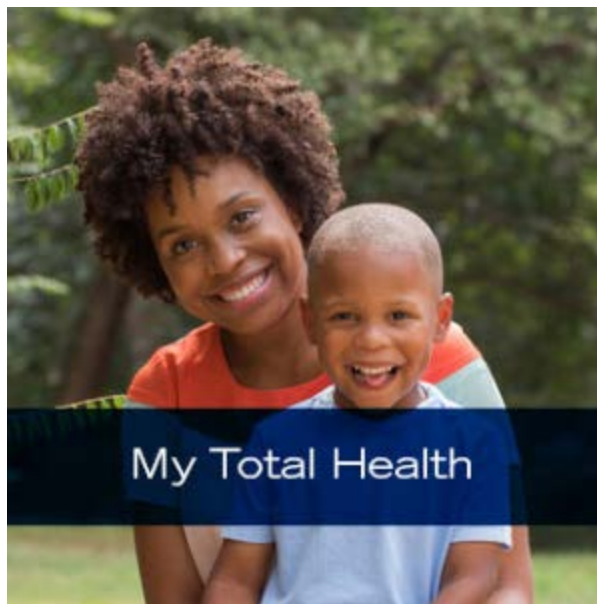
**Feb. 11 and 25** – Sibling Tours

**Feb. 13 and 24** – Breastfeeding Baby

**Feb. 17** – Preparing For Childbirth (one-day class)

## **LVH–Hazleton**

**Feb. 21** – Hands-Only CPR Class



## **LVH–Schuylkill**

**Feb. 20** – Baby Care

**Feb. 27** – Breastfeeding Baby

For more information or to register, call 888-402-LVHN.

[Learn about all of our Culture of Wellness programs.](#)