

Important Decisions About Our Future

Actions will help us lower cost and maintain high quality.

CEO Update: Tough Decision Will Move Us Forward-Video

Dr. Nester discusses how we're keeping LVHN strong.

Your Strength Will Move Us Forward

Share your ideas at PCS Town Hall meetings.

Colleague Engagement Survey Rescheduled

It has been pushed back a few weeks from February to April.

Enter to Win Free Phantoms Tickets

More than 190 pairs of ticket will be given away.

New York Times Covers LVHN Flu Care

Read the front-page article.

Heart Care That's Amazing Everyday

See the Lehigh Valley Heart Institute marketing campaign.

Send Valentine's Day Cards to Patients

Personalize your card online to brighten a patient's day.

New Web Filtering System Launches

It provides options if you visit a website that isn't approved.

LVPG Practice of the Month-Photos

LVPG Pediatrics—Center Valley sustains process improvement.

Submit Ideas
to the Bright
Idea Generator

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Eagles Fans
Collect for
a Good Cause

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25% Off
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Duffel Bag

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LVHN news

Want the First Available
Appointment? Schedule on
LVHN.org.

Connections Between Male
Infertility and Ibuprofen?

Nurse Retention Committee Bowling Night

RSVP to attend the event on Feb. 20.

Third Core Bundle Now on TLC

Mandatory learning must be completed by March 31.

Favorable Outcomes for
Those With Thyroid Cancer

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

Important Decisions About Our Future

BY [ADMIN](#) · FEBRUARY 7, 2018

Special Announcement



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

We have important news to share about strengthening LVHN for the future. Our plan includes aggressively growing access in areas of community need, and re-structuring management and administrative positions to care for the community at a lower cost while maintaining high quality.

LVHN, like health networks nationwide, is being challenged by strong forces in our health care environment. Changing payer mix, declining reimbursement, shifting care delivery from hospitals to outpatient facilities and growing competition from retail health care providers are putting unprecedented pressure on health networks to change.

We continue to focus on helping patients manage their health better at home in order to reduce hospitalizations. However, the impact of delivering care in new, more effective ways reduces revenue. While our emergency rooms, ExpressCAREs and physician practices are busy due to flu season, we are not meeting our budgeted operating margin (revenue minus expenses). This requires us to continually adjust operations.

As the region's leading health care provider, we will continue to introduce innovative procedures, attract clinical expertise, reward our staff, and grow to meet the demand for convenient and accessible outpatient locations. We must fulfill our responsibility to our communities and strengthen LVHN for the future. Here's how.

We must reduce expenses and cultivate new revenue streams while supporting our patients.

Today, we are implementing difficult and necessary decisions. We eliminated approximately 70 positions that are primarily in management and administrative areas where we can be more efficient. We have attempted to minimize the impact on our colleagues by not filling newly opened positions and positions that we had planned to fill. We have not eliminated positions that impact patient care. In fact, we restructured mid-level nursing roles to create more time to provide patient care.

A tighter management structure allows us to implement critical change more quickly and support the delivery of high quality care at a lower cost. This decision is not a reflection of any colleague's work. We appreciate the contributions of the colleagues whose positions were affected, and we will support them

through their transition.

Today's changes also apply to non-wage expenses and improved revenue. We have identified a significant amount of expense savings through operational efficiencies. Additionally, we are now seeing the benefit of our hard work related to improved quality and utilization management (population health management) through new revenue from our contracted payer partners.

These actions are the start of a process we will continue to follow in order to grow, manage costs and remain strong financially.

We must “just say yes” when patients need an appointment, a test or urgent care. We are making a promise to schedule patients into a physician practice “today, tomorrow, or the next day.” That will require staff who can deliver an outstanding experience. I assure you LVHN will continue to recruit for positions in services with high demand and community need. Specifically, we are recruiting physicians, APCs, nurses, medical assistants and patient service representatives.

We must grow to the meet the changing needs of our community. We have a responsibility to give people convenient access to the care they need close to home. Over time, LVHN merged with organizations who were our partners for years, and we continue to build services and specialties in all our regions, including access to the Lehigh Valley Heart Institute, the Lehigh Valley Cancer Institute, the Lehigh Valley Institute for Special Surgery and the Lehigh Valley Children's Hospital. In the months ahead we will also transform our care by planning our health care campuses of the future in Hazleton, Lower Nazareth Township, Tannersville and Quakertown with a focus on accessible, outpatient services.

We will focus our resources to best serve the greatest needs of our communities and our colleagues and seize the opportunity to propel LVHN forward for the future. And, as we change and evolve, we will support and invest in you, and work together as a team to make LVHN even better for our patients who need our care now and for years to come.

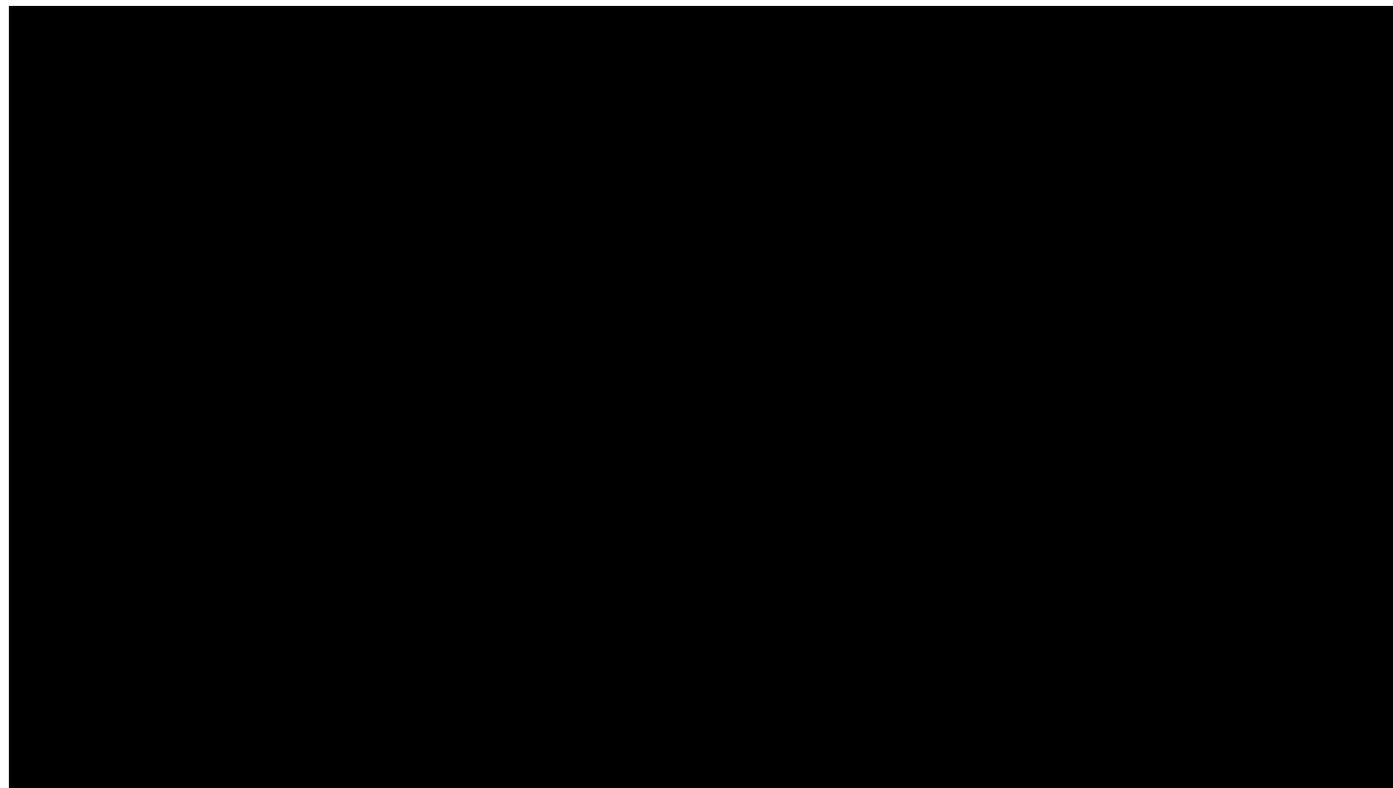
CEO Update: Tough Decisions Will Move Us Forward–VIDEO

BY [ADMIN](#) · FEBRUARY 9, 2018



Each month, LVHN President and CEO Brian Nester, DO, MBA, FACOEP, records a video called the CEO Update about a timely topic. This month, Dr. Nester discusses the important decisions we've made to ensure the future strength of LVHN. Text of what Dr. Nester says in the video is also included below.

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



As a not-for-profit health network, we have a responsibility to stay financially strong so we can further our mission. To ensure our future strength, [we've made some important decisions this week](#). We created a tighter management and administrative structure, identified cost saving opportunities and

cultivated new ways to increase revenue. We did this without impacting patient care. We attempted to minimize the impact on colleagues, but it's never easy when you have to make decisions about staffing. Today, I want to talk with you about the decisions that were made to strengthen LVHN for the future.

I recorded this month's video at the Health Center at Palmer Township, one of our 22 health centers, because what's happening there is a reflection of what's happening in health care. Today's health care consumer wants convenient access to the services they need close to home. That's what we provide in our health centers, and that's why we're investing in similar facilities. More people are receiving care in outpatient facilities and fewer people are receiving care in the hospital.

This shift in the way people receive care requires us to be flexible with our staffing. It's essential that we continually evaluate all staffing to match patient demand. This week's decision to restructure management and administrative positions is in no way a reflection of any colleague's work. All our decisions were necessary to ensure our future strength.

We value all colleagues. We will continue to invest in you, provide opportunities for professional development, reward you and celebrate your accomplishments. Your engagement and involvement is more important than ever. That's why we also will continue to listen to you and take action on your feedback.

We recently introduced the "[Bright Idea Generator](#)," a place on the intranet where you can share your ideas on how we can be more innovative, improve operations and enhance the patient experience. We also will listen to you during the Colleague Engagement Survey. The survey has been pushed back a few weeks – from February to April – to give colleagues time to focus on streamlining operations since changes were implemented.

As we change and evolve, we will support you. Let's also support one another and work together as a team to make LVHN even better. When we treat each other with PRIDE and focus our resources to best serve the needs of our communities and our colleagues, we seize the opportunity to propel LVHN forward for the future.

I'll provide an update on all we're doing to strengthen our health network during the next State of the Health Network Address on March 15. Until then, thank you for your dedication and commitment. And thank you for all you do for our health network and community.



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.

Your Strength Will Move Us Forward

BY [KIM JORDAN, DNP, RN](#) · FEBRUARY 9, 2018

Earlier this week, Dr. Nester announced actions to keep our health network strong for the future, and today he released a new message in his [CEO Update video](#). Take time to listen. His message is clear: We must strengthen LVHN for the future.

In the spirit of his message, let's talk about strength today. This has been a week of change, and each of you has drawn on your own strength, particularly as we made changes in Patient Care Services (PCS). I have witnessed your strength, professionalism and leadership – and I thank you.

PCS has been through changes before, and we are used to flexing our staffing. In today's environment, we will continue to flex and look for new ways to be efficient and effective while continuing to support our patients. I'd like to explain our recent changes and reassure you we did not impact patient care. Our patients are always our top priority, and that is our common thread. They give us purpose and strength to do the right things. Here is what we did this week to meet our patients' needs:



- In units where volume is fluctuating, we will flex staffing. This approach is consistent with other PCS staffing adjustments in recent years.
- We adjusted the roles of Patient Care Coordinators and Patient Care Managers at LVH–Cedar Crest and LVH–Muhlenberg (excluding those in our emergency departments) so they can dedicate more time at the bedside than to managerial responsibilities.
- We have restructured director positions where we can be more efficient by dedicating managers to oversee more than one unit in related specialties. This resulted in the elimination of some director positions. We do not take these decisions lightly, and they are not a reflection of any colleague's work.

At LVHN, we are people caring for people. We care about our patients *and* each other. We value the contributions of the colleagues who were affected, and we will support them through their transition.

As we shared news about changing job descriptions and new patient care assignments, I saw and heard acceptance and support. Patient care is our focus – you all have an eye on that goal. Thank you

for recognizing and supporting that.

Our strength will move us forward as a team and health network. That is why we scheduled Town Hall meetings where we can come together and discuss our future. I want to hear your ideas about how we can make our health network even stronger, whether they're about patient care, cost savings or process improvement. I encourage you to attend one of the four meetings next week. You are always welcome to email me at Marie.Jordan@lvhn.org or submit your ideas to the new [LVHN Bright Idea Generator](#).

Tuesday, Feb. 13, 7:30 a.m.

LVH–Cedar Crest ECC room 7

Tuesday, Feb. 13, 7:30 p.m.

LVH–Cedar Crest ECC room 8

Thursday, Feb. 15, 7 p.m.

LVH–Muhlenberg ECC room D

Friday, Feb. 16, 7:15 a.m.

LVH–Muhlenberg, ECC room G (Family Health Pavilion)

Your strength and your involvement are more important than ever. Together, we will help ensure LVHN is successful and strong for our patients, community and each other long into the future.

Kim



Kim Jordan

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.

Colleague Engagement Survey Rescheduled

BY [RICK MARTUSCELLI](#) · FEBRUARY 8, 2018

Colleague engagement is more important than ever as LVHN faces significant change and transition. We listen to colleagues in a variety of ways, including through our upcoming Colleague Engagement Survey. Right now, human resources (HR) is supporting colleagues who are in transition due to the recent [re-structuring of our health network](#).

Because HR and organizational effectiveness (OE) want to dedicate the appropriate time and energy to implement the survey and respond to your feedback, the survey has been pushed back a few weeks from February to April. Please be assured that in the spring, we will listen to your feedback about your experience at LVHN and use it to make your work experience even better.

More details will be shared with you when the Colleague Engagement Survey launches in April.

Thank you for your understanding and continued commitment to our patients, our community and to one another. When we work together as a team we will make LVHN even stronger.



Enter Our Drawing for Free Phantoms Tickets

BY [ADMIN](#) · FEBRUARY 9, 2018

All LVHN colleagues are eligible to win free tickets to an upcoming professional ice hockey game at the PPL Center in Allentown.

A random drawing will be held for 195 pairs of tickets – a total of 390 tickets – to see the Lehigh Valley Phantoms play the Belleville Senators in an American Hockey League game on Saturday, March 31, at 7:05 p.m.

You can enter the drawing by completing the form at LVHN.org/phantoms. The deadline to qualify for the drawing is Feb. 28. Winners will be announced March 5 on LVHN Daily.



New York Times Front-page News: Our Flu Care

BY [RICK MARTUSCELLI](#) · FEBRUARY 6, 2018

We did it again! The exceptional care you provide made national news. This time, it was the New York Times.

[Read the article](#) about our flu care that appeared on the front page, above the fold.

A team from the New York Times recently visited LVH–Cedar Crest. They talked with and photographed physicians and nurses providing flu care in our surge tent, including Emergency Medicine Physician Marna Rayl Greenberg, DO. They also spoke with Chief of Hospital Epidemiology Luther Rhodes, MD, as well as patients and their families receiving flu care throughout the hospital.

The articles tells a national audience about the innovative ways we care for record numbers of patients with the flu in our surge tent. The article also mentions the incredible work we do every year to vaccinate and protect our community at our [drive-thru flu shot clinics](#).

This is the latest in a series of national news stories featuring LVHN. [NBC Nightly News recently aired a story](#) about our flu care. And here's an inside tip: You'll soon see us on CBS News too. Plus, back in November, [the Washington Post published a story](#) about our Street Medicine Program.

Congratulations and thank you for all you do to deliver world-renowned care!



Heart Care That's Amazing Everyday

BY [TED WILLIAMS](#) · FEBRUARY 6, 2018

You don't take chances with a heart condition. You head straight for care that's amazing everyday. That's the message in our new marketing campaign. We're telling the people of our region why the Lehigh Valley Heart Institute is the place to go for heart care.

Lehigh Valley Heart Institute and Lehigh Valley Cancer Institute became "official" on Jan. 31. We unveiled items such as lab coats and badge-holders carrying institute branding. Now we're taking our messaging to the community, initially focusing on the Heart Institute well into March, then shifting to the Cancer Institute in the spring.

Why should people choose our institutes for care? According to Pennsylvania Health Care Cost Containment Council statistics, more people in the greater Lehigh Valley region trust LVHN with their care than any of our competitors. According to [Vizient Quality and Accountability Study](#) statistics, LVHN saves more lives in the greater Lehigh Valley region than any of our competitors. LVHN is the only system in the region to continually find new and innovative ways to deliver high-quality care.

Lehigh Valley Heart Institute treats twice as many cardiac cases as our nearest competitor. Lehigh Valley Cancer Institute treats more than 1,300 new cancer cases annually than our nearest competitor.

We began our community promotion of the Heart Institute with ads in the Sunday editions of area newspapers. Going forward, you'll be seeing video spots in TV commercials, movies theaters and on social media, radio spots on a variety of local stations, and billboards around the Lehigh Valley area as well as in Carbon and Bucks counties. Some of our promotions will speak to the outstanding care our institute colleagues provide. Other promotions will tell wonderful stories about the patients we've treated.

We've also launched a new website dedicated to the Heart Institute, LVHN.org/lehigh_valley_heart_institute, so people can find pertinent institute information as well as a cardiac specialist.

The same approach will be utilized when we begin promoting the Cancer Institute in April.

Here's a look at what some of our promotions will look like and say:

Website: LVHN.org/lehigh_valley_heart_institute



SOME HOSPITALS TURN AWAY
THE MOST CHALLENGING HEART PATIENTS.
WE EMBRACE THEM.

Get amazing care everyday at the Lehigh Valley Heart Institute.

You don't take chances with a heart condition. You head straight for the best care possible. Maybe that's why more than twice as many heart patients choose Lehigh Valley Health Network than any other hospital in the region. Maybe that's why Lehigh Valley Heart Institute is achieving amazing results everyday, results that save more lives. We're first with leading-edge care and life-changing research, giving you more treatment options.

We're attracting more specialists who've been trained at the nation's top heart programs, giving you an unrivaled range of expertise. We're bringing together advanced technology and groundbreaking research to take on challenges most other hospitals turn away. It's the kind of superior clinical success you only find at the top medical centers in the country. And it's the same kind of care you'll receive at Lehigh Valley Heart Institute. Plus, it's at right here, conveniently located, close to home. Lehigh Valley Heart Institute. Amazing. Everyday.

Print ad:

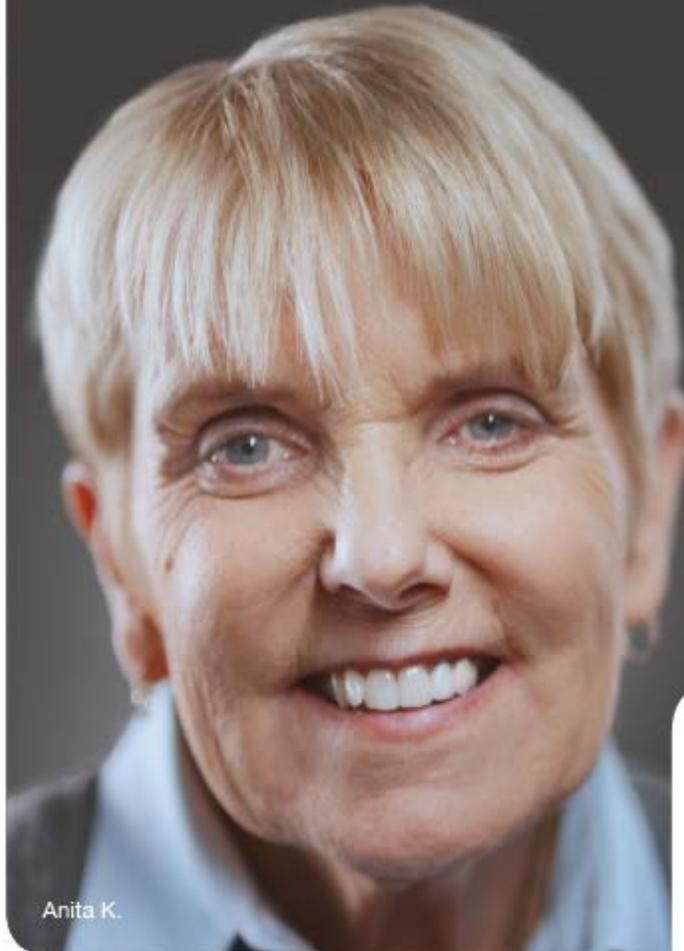
You don't take chances with a heart condition. You head straight for care that's amazing, everyday. That's why more than twice as many heart patients choose Lehigh Valley Heart Institute over any other hospital in the region. We're achieving amazing results that save more lives. After all, we're first with leading-edge care and life-changing research, so you have more treatment options. We're attracting more specialists who've trained at the nation's top heart programs to give you an unrivaled range of expertise. By bringing

together the most advanced technologies and groundbreaking research, we're taking on challenges that other hospitals turn away. It's the kind of clinical success found only at the nation's top medical centers. And the same kind of care you'll receive at Lehigh Valley Heart Institute. Plus, it's all right here, close to home.

To learn more, visit LVHN.org/HeartInstitute.

Amazing. Everyday.

SOME HOSPITALS TURN AWAY
THE MOST CHALLENGING HEART PATIENTS.
WE EMBRACE THEM.



Anita K.



LEHIGH VALLEY HEART INSTITUTE



Anita K. & grandson

Heart care that gave me a future.

Amazing. Everyday.



Social media:

A screenshot of a Facebook post from the "Lehigh Valley Health Network" page. The post is sponsored and features the same image of Anita K. and her grandson. The text of the post reads: "You don't take chances with a heart condition. You head straight for care that's amazing, everyday." Below the text is a video player showing the same image. At the bottom of the video player, it says "Lehigh Valley Heart Institute" and "We're achieving amazing outcome..." with a "Learn More" button and the URL "LVHN.org/HeartInstitute". The Facebook interaction bar at the bottom shows "Like", "Comment", and "Share" options.

Lehigh Valley Health Network
Sponsored · 🌐

You don't take chances with a heart condition. You head straight for care that's amazing, everyday.

Lehigh Valley Heart Institute
We're achieving amazing outcome... [Learn More](#)
LVHN.org/HeartInstitute

Like Comment Share

Radio commercial:

00:00

00:00

MWAHH! Send Your Valentine's Day Greetings to Lehigh Valley Hospital Patients

BY [JENN FISHER](#) · FEBRUARY 8, 2018

Fragrant roses, chocolate-dipped strawberries or pastel candy hearts might spell “I LUV U” to some on Valentine's Day – but at Lehigh Valley Hospital, we show our patients that love with hand-delivered Valentine's Day cards. This surprise card shower was such a big hit last year, we're ready to make it rain again, and we need your help.

Pick a card, any card.

Visit LVHN.org/valentine and select from the eight valentine greetings. We have one in Spanish.

Type a message from your heart.

You can include a personal message of encouragement.

Remember: This will be shared with a patient selected at random. Sending more than one card is encouraged, but make sure you do so by Sunday, Feb. 11.

We'll take it from there.

Beginning Tuesday, Feb. 13, and concluding on Wednesday, Feb. 14, printed Valentine's Day cards will be delivered to patients by LVHN volunteers at all of our hospitals: LVH–Cedar Crest, LVH–17th Street, LVH–Muhlenberg, both LVH–Schuylkill campuses, LVH–Hazleton and LVH–Pocono. Last year, more than 1,300 colorful cards were given out, with greetings coming from as far as Japan and as near as Allentown.

LVHN thanks Christmas City Printing and Alcom Printing for their support of LVHN's Valentine's Day card shower.



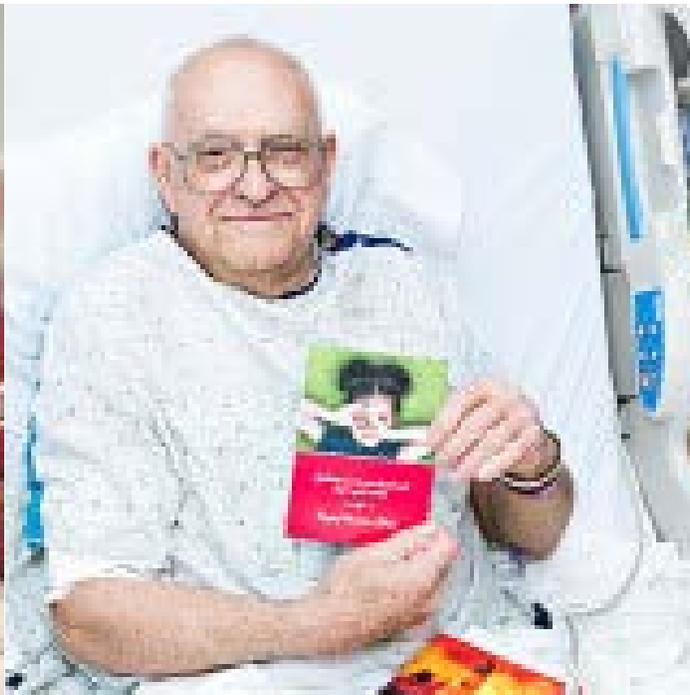
Help us shower our patients
with love this Valentine's Day.
Send a free card by Feb. 11.





LVH-Schuylkill Colleagues Celebrate Valentine's Day With Sundaes

17 FEB, 2017



LVHN Shares the Love by Giving Valentine's Day Cards to Patients—PHOTOS

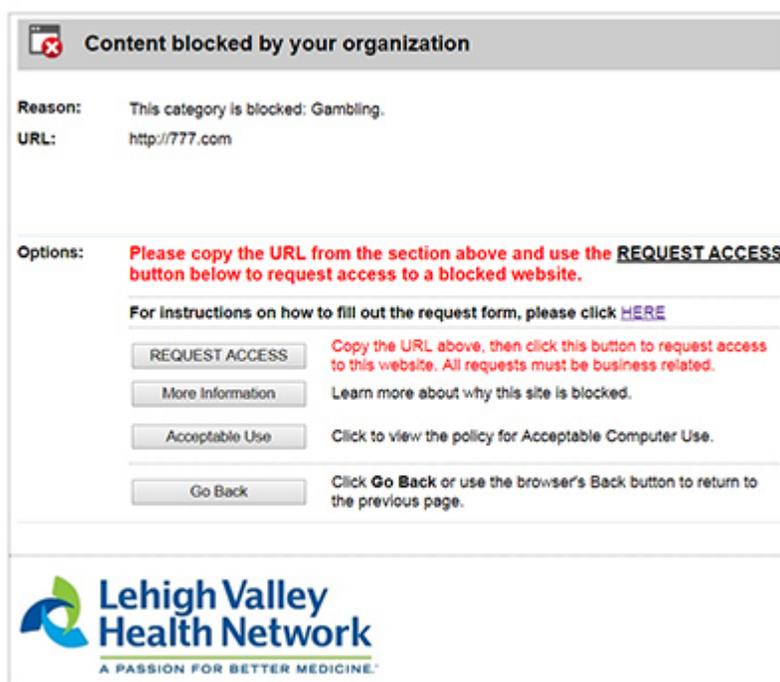
15 FEB, 2017

New Web Filtering System Launches Feb. 6

BY [TINA VO](#) · FEBRUARY 6, 2018

If you've ever tried to visit a website and received the red "invalid content" warning, then you're likely familiar with LVHN's current web filtering system.

Beginning Feb. 6, information services will transition to a new web filtering system called Forcepoint. With Forcepoint, colleagues who attempt to go to a website that is not LVHN approved will see this new screen:



You can then take one of four actions:

1. **Request Access** – If this is a website that you were able to access previously – copy the URL that you are trying to launch and click this button. You will be asked to paste the copied URL in the website address box on the form. Then, complete the rest of the fields and click submit. Remember, all requests must be business related.
2. **More Information** – Click here to learn more about why you are unable to access this website.
3. **Acceptable Use** – Click here to learn more about LVHN's Acceptable Computer Use policy.
4. **Go Back** – This will take you to the previous website you were visiting.

Information services will make every effort to transition information about approved websites from the old

system to Forcepoint. There may be times when you are blocked from a website to which you previously had access. If this happens, please click “Request Access” and follow the instructions.

For more information, please read the [Forcepoint FAQs](#).

LVPG Practice of the Month: LVPG Pediatrics–Center Valley – PHOTOS

BY [MARCIAANN ALBERT](#) · FEBRUARY 6, 2018

LVPG Pediatrics–Center Valley colleagues utilized a “magic blend” of teamwork to reduce the large number of patients in their Referral Work Queues. Before any work began, the staff identified there were 456 patient referrals that had to be reviewed and addressed so that these patients could be directed to the care they needed.

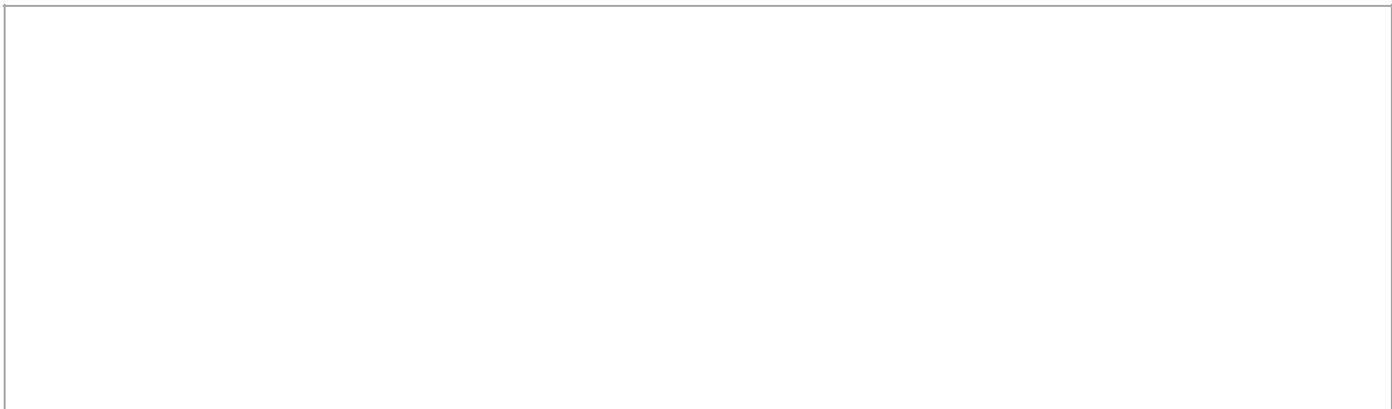
Practice staff rolled up their sleeves, reached out to Lisa Fonseca, Process Coordinator for the LVPG EMR Operations Team, reviewed Referral Work Queue standard work, held in-practice education sessions, and integrated enhanced workflows.

Practice Manager Lindsay Hoffman ensured practice colleagues (clinical and clerical) received education on how their touchpoints in the Referral Work Queue process impacted quality patient care and metrics.

The results speak for themselves. Before process improvement strategies were implemented, LVPG Pediatrics–Center Valley Referral Work Queues hovered around 450 patient referrals that needed to be addressed and managed. After the education efforts and collaborative improvements, their Referral Work Queue number dropped to seven patient referrals. That means hundreds of patients received access to the care they needed at LVHN, preventing them from having to look for care outside our health network. It’s a great example of how one practice can give patients convenient access to the services they need.

All good recipes include “quality” ingredients. Hoffman and her team want to share that quality, patient-centered care requires a team-based approach. “We have a great team here,” Hoffman says. “The staff are extremely engaged in process improvement and they always strive to be the best at what they do.”

PedsCV1





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Picture 1 of 3

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Reminder: Nurse Retention Committee Bowling Night

BY ADMIN · FEBRUARY 6, 2018

Reminder for patient care services and perioperative services staff (and their families and friends):

Join us for an evening of bowling –

Date: Feb. 20

Time: 7-9 p.m.

Place: Parkway Lanes

1630 S. 12th Street

Allentown

R.S.V.P. through this SurveyMonkey link:

<https://www.surveymonkey.com/r/TZRP2KD> by Feb. 15.

Payment information will be sent following R.S.V.P.

Price per person for bowling: \$10.

Shoe rental is additional cost payable at the shoe counter. If you have your own bowling shoes, feel free to bring them.

Questions? Please contact Stephanie Remy at: Stephanie_N.Remy@lvhn.org.



Third Core Bundle of Fiscal Year 2018 on The Learning Curve

BY [RICK MARTUSCELLI](#) · FEBRUARY 5, 2018

The third core bundle of fiscal year 2018 will be released on The Learning Curve (TLC) in February. The mandatory training must be completed by March 31, 2018. The third quarter bundle includes courses that focus on The Joint Commission's 2018 regulations. Based on your job responsibilities, you'll be assigned the clinical, nonclinical or home care version of the bundle.

To access the bundle, click the TLC icon on your SSO toolbar. Your assignment will be listed on the "Timeline" list on your learner home page. This is the third of four bundles that will be available in fiscal year 2018.

