

## Colleague Engagement Survey Starts April 9

Look for an email from [survey@smdhr.com](mailto:survey@smdhr.com).

## Hospital Licenses Consolidated

LVH–Muhlenberg will operate under the LVH license.

## Lifesaving Patient Stories

See the Lehigh Valley Cancer Institute campaign.

## Experience: It's in the LVHN DNA

LVH–Pocono colleagues give patients what they deserve.

## LVHN–Lehighton Brings Specialties to Area

We remain Carbon County's most trusted provider.

## LVH–Hazleton Renovations to Begin

Patient rooms, ED and lobby will be refurbished.

## Open Mike: Our Super Bowl Champions

Like the Eagles, we have an excellent team.

## DAISY Award Winners

[Learn More](#)



## Volunteers Needed for NASCAR Races

[Learn More](#)



## Register for APC Skills Workshop

[Learn More](#)



### **Survey Says**

Kim Jordan wants to hear from you.

### **LVHN T-Shirts On Sale**

Get 20 percent off long sleeve hooded T-shirts.

### **High School Summer Internship Program**

Submit an application and be a mentor.

### **Linen and Jewelry Sales**

Shop and support our auxiliaries and LVHN.

### **Iron Chef Competition Winner – PHOTOS**

Sodexo chefs vied for the title.

### **Get Discounted Tickets to Hersheypark**

Purchase online in advance for Saturday, April 14.

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

## **LVHN news**

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Why You Need a Yearly  
Checkup

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What is a Hiatal Hernia?

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Pocono Doctors You Should  
Know

# Colleague Engagement Survey Starts Monday, April 9

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

The Colleague Engagement Survey begins Monday, April 9. It's your chance to provide feedback about your experience working at LVHN. [We'll use your survey answers and take action](#) to make LVHN an even better place to work and grow.

**On April 9, you'll receive an email from [survey@smdhr.com](mailto:survey@smdhr.com).** The email will contain a link to the survey, which is being administered by the independent firm Strategic Management Decisions (SMD). "Our most important commitment is to ensure the confidentiality of individual responses is preserved at all times," says SMD Cofounder and Managing Partner Scott Mondore. "No one at LVHN is ever allowed to access any individual responses." You have until April 23 to take the survey.

**What happens next?** SMD will compile the results. Then, senior leaders will review network-wide results and identify opportunities for improvement. Based on your answers, they'll explore immediate and long-range tactics (such as new policies or programs) to make LVHN a better place to work. Managers will receive network-wide and department-specific results. They'll attend SMD information sessions and receive tools to develop plans with colleagues that will make their department a better place to work.

**Don't hesitate.** Take the Colleague Engagement Survey as soon as you can and help make LVHN an even better place to work and the employer of choice in the region.



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# Special Announcement About Lehigh Valley Hospital

BY [ADMIN](#) · APRIL 2, 2018

Special Announcement



**This message is from Terry Capuano, Executive Vice President and Chief Operating Officer.**

We continue to strengthen LVHN for the future, and look for ways to operate more efficiently and effectively for our community. To fulfill this responsibility, we will consolidate the Lehigh Valley Hospital and Lehigh Valley Hospital–Muhlenberg licenses.

Beginning May 1, LVH–Muhlenberg will operate under the LVH license. The brand names will remain the same because of the community’s recognition of our campus names and our strategic emphasis on location: Lehigh Valley Hospital–Cedar Crest, Lehigh Valley Hospital–Muhlenberg, Lehigh Valley Hospital–17th Street and Lehigh Valley Health Network–Tilghman.

The license consolidation streamlines clinical and administrative processes, and generates cost savings associated with being one operation. Our community will benefit from LVHN being thoughtful stewards of resources and taking another step forward to provide high quality care at a lower cost. Clinical staff will benefit from a seamless workflow when moving patients from one facility to another, continuation of active orders and less administrative work. Being one operation also means we will have one Joint Commission visit across all Lehigh Valley campuses every three years.

We will also adjust our leadership structure so there is oversight for campus operations and growth across our region. The following leadership changes will take effect on May 1.

Bill Kent, Senior Vice President of LVHN and President of LVH, will become Senior Vice President of LVHN and President of Allentown and Lower Nazareth Township campuses. His oversight includes the Allentown locations at LVH–Cedar Crest, LVH–17th Street and LVHN–Tilghman, and our planned campus in Lower Nazareth Township at Route 33 and Hecktown Road.

Bob Begliomini, Vice President of Operations, will become Vice President of Operations and President of LVH–Muhlenberg. For the last several years, Bob has gained valuable experience under the leadership of Jim Geiger to lead operations at LVH–Muhlenberg, and has been a respected and successful leader there.

While we will operate under one LVH license, the presidents are essential to addressing each campuses’ unique needs. They are responsible for elevating safety, delivering an outstanding patient

experience, and building relationships with community stakeholders and colleagues at their respective locations.

You may be wondering what happens to Jim Geiger in this new structure. While Jim has prepared LVH–Muhlenberg for the next phase of leadership, Jim also offers great counsel to me. I rely on Jim’s extraordinary leadership, sharp acumen and swift decision-making skills gained from a versatile and honorable career at LVHN and in the Air Force. Often handling emergency operations that don’t have a script, Jim orchestrates a plan with flawless execution. We now need a strong leader in Facilities and Construction as LVHN grows at unprecedented speed, and so I turned to Jim. He has graciously accepted the opportunity to lead our growth initiatives as our Senior Vice President of Facilities and Construction for the near term. I am greatly appreciative of Jim’s selfless leadership as LVHN continues to evolve and grow.

As transition occurs during the next month, you’ll receive more information from leaders in Epic, Finance and Joint Commission about the specifics of workflow efficiencies and changes. Your hard work and dedication is appreciated as we make the transition together and focus our resources to serve the greatest needs of our communities and colleagues.

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# Lifesaving Stories From Lehigh Valley Cancer Institute

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

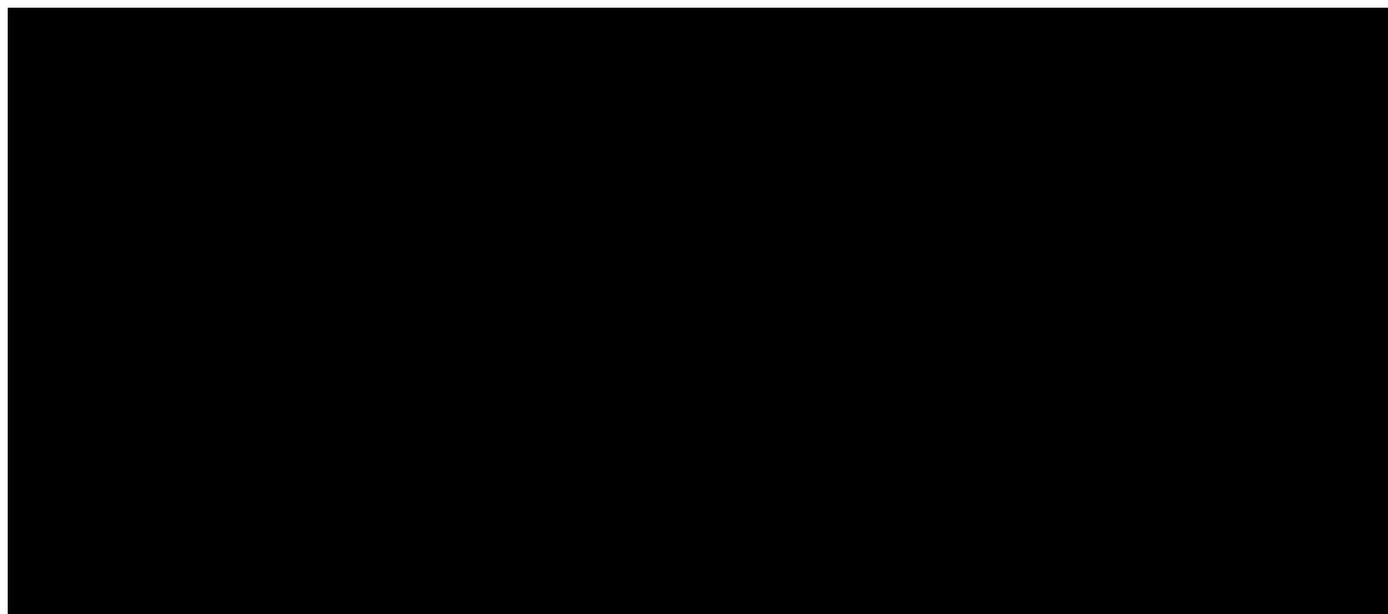
Since February, we've been telling the people of our community the stories of patients whose lives were saved at [Lehigh Valley Heart Institute](#). Next week, we'll begin telling people how care at Lehigh Valley Cancer Institute is "Amazing. Everyday." too.

The marketing campaign for Lehigh Valley Cancer Institute will further the momentum created by that of Lehigh Valley Heart Institute. It will feature stories and photos of patients whose lives were saved because of the care they received here. For example:

- Bill Corbett received a "death sentence" when doctors from two big medical center declared his esophageal cancer inoperable. We performed the complex surgery others wouldn't do, and now Corbett is making family memories.
- Gene Mulligan, 80, had a lot to live for: a wife, five daughters and 11 grandchildren. But a kidney cancer diagnosis changed everything. At Lehigh Valley Cancer Institute, Mulligan participated in a clinical trial through our partnership with Memorial Sloan Kettering Cancer Center. He's been cancer-free for more than a year, time spent with his close-knit family.

In videos posted on [LVHN.org/CancerInstitute](http://LVHN.org/CancerInstitute), these patients share their emotional journey about how Lehigh Valley Cancer Institute saved their lives. We're sharing their stories with the people of our community in TV commercials, on billboards, through social media and in newspaper ads. Here's a look at what you'll be seeing around town.

## TV commercials



Print ad

## LEHIGH VALLEY CANCER INSTITUTE

Here's what cancer care that's amazing every day is all about. Bill Corbett received a "death sentence" in 2016. Doctors from two big medical centers declared his esophageal cancer inoperable. They gave him 6 months to live and offered chemotherapy that could add a year, but diminish his quality of life. Bill was 64 and wasn't expected to see 65. Then he went to the Lehigh Valley Cancer Institute. We performed the complex surgery other doctors wouldn't do and removed most of his esophagus. Bill has been healthy ever since. That kind of success is one reason why we treat more new cancer patients every year than any other hospital in the region. We provide a unique combination of leading-edge

technology, top specialists and access to hundreds of clinical trials. Our partnerships with Memorial Sloan Kettering Cancer Center and other top research facilities help you receive promising new therapies today. It means that we save more lives with care that's amazing every day. Just ask Bill who's busy making family memories.

To learn more about Bill's amazing journey, visit [LVHN.org/CancerInstitute](http://LVHN.org/CancerInstitute).

**Amazing. Everyday.**

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BILL WAS GIVEN  
**6 MONTHS TO LIVE**  
MORE THAN 18 MONTHS AGO.



Bill C., cancer survivor & family



## Billboard

**LEHIGH VALLEY CANCER INSTITUTE**

**More clinical trials offer  
you more hope.**

**Amazing. Everyday.**

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## Experience: It's in the LVHN DNA

BY ADMIN · APRIL 5, 2018

To make LVHN even stronger, we need 18,000 colleagues moving forward together with a focus on our three positions of strength: access, experience and value. These three things are part of the LVHN DNA, which President and Chief Executive Officer Brian Nester, DO, MBA, FACOEP, discussed during his [State of the Health Network address](#).

Throughout LVHN, colleagues are focusing on access, experience and value. They're bringing the LVHN DNA to life.

Colleagues from the LVH–Pocono emergency department (ED) are focused on giving patients and their loved ones an outstanding experience. One year ago, the department's patient satisfaction scores were in the 28<sup>th</sup> percentile. That means about 70 percent of hospitals had better scores. So, this team took action and implemented ways to improve the patient experience. Here is what they did:



- **RN at registration** – A nurse is now stationed at the registration desk. If there is a room available, the nurse takes the patient from registration directly to the room. Triage is performed there. The simple fact that the patient doesn't have to sit in the reception area greatly enhances their experience.
- **Regular rounding** – Leaders regularly round the ED to speak with patients and colleagues. They ask if there is anything they can do to make the experience even better. A clinical supervisor was added to off-shifts to address patients' (and colleagues') needs in real time, which is a huge satisfier.
- **Efficient use of space** – If the triage space is available, physicians will see patients there who need simple procedures, such as the removal of staples/sutures.
- **Special care for kids** – Children who need care are given iPads to play with while they wait. Kids also can choose their own pillow case, each with a different color and design, and take it home after the visit. Pillow cases are donated to the ED.

Since colleagues started doing these things to enhance the patient experience, ED-related complaints to the patient relations department are down 75 percent. In November, the ED's patient satisfaction score

was in the 97<sup>th</sup> percentile. Giving patients and their loved ones an outstanding experience is in their DNA, and LVHN is stronger because of them.

**Inspired by their great work?** Every day when you put on the LVHN badge, think about our DNA and what we're made of. Then, challenge yourself to bring our DNA to life.

**Have a great story to share** about how a colleague or team is enhancing access? [Tell us about it.](#)

**Look for more stories on LVHN Daily** about colleagues focusing on access, experience and value. For example, learn how [colleagues from LVPG Family Medicine—Hamburg](#) are focused on giving people access to the care they need.

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# LVHN–Lehighton Expands Our Status as Carbon County’s Most Trusted Provider

BY [JENN FISHER](#) · APRIL 4, 2018

We are improving convenient access to LVHN care for the residents of Lehighton and Carbon County by bringing a number of in-demand specialties to the area. Lehigh Valley Health Network–Lehighton, located at 363 North First Street, Lehighton, is now offering weekday appointments with the following specialists:



- **LVPG Cardiology** – Heart care is provided by board-certified and fellowship-trained cardiologists Cheri Silverstein Fadlon, MD, and Jeffrey Snyder, MD.
- **LVPG General Surgery** – Team comprising Michael Mahoney, DO (robotic surgery), Joshua Nochumson, MD (colon-rectal/robotic surgery), Blake Stewart, DO (laparoscopic surgery), and Martin Walko, MD (general surgery), provide surgical consultation and care.
- **LVPG Neurosurgery** – Spinal disorders are the focus of Luis Cervantes, MD, and Chris Lycette, MD.
- **LVPG Orthopedics** – Orthopedic care is provided by board-certified orthopedic surgeon Robert Boran Jr., MD.
- **LVPG Vascular Surgery** –Vascular surgeons James McCullough, MD, and John Welkie, MD, provide care for disorders of the blood vessels (vein and arteries) outside of the heart.

Our LVPG Hematology Oncology care team of Dan Popescu, MD, Surendra Shah, MD, and Elena Brinker, CRNP, will continue to provide cancer care services and infusion services for area residents at this centralized location.

“Carbon County residents deserve the highest quality health care available. LVHN has been providing that care for decades,” says Terry Capuano, LVHN’s Chief Operating Officer. “Continuing to bring these specialty services to Lehighton underlines our commitment to raising the bar for health care in Carbon County.”

To make an appointment with an LVHN provider at LVHN–Lehighton, please call 888-402-LVHN (5846), Monday–Friday, 7 a.m.–8 p.m. and Saturday, 9 a.m.–5 p.m.

# LVH–Hazleton Tower Renovations to Begin April 9

BY JANE DANISH · APRIL 5, 2018



After many months of planning, LVH–Hazleton is ready to start renovations to the hospital's patient tower.

Contractors will be on site Monday, April 9, to begin renovating the third floor step-down unit (SDU). That work is expected to take approximately three months to complete. Upon completion, patients on the seventh floor will relocate to the newly renovated SDU. The remaining floors will follow in sequence. Each floor has a two- to three-month construction timeline.

Throughout the whole project, partial renovations are scheduled for the second floor Family Birthing and Newborn Center. That floor will not completely shut down and will continue operations.

Patient unit renovations will give us the option to flex patient rooms from semi-private to private depending on patient demand. Room upgrades will include new flooring, lighting, wall finishes and infrastructure for the future implementation of the electronic medical record system, Epic.

Common areas such as nursing stations and corridors will be upgraded to include new casework and other amenities. Cohesive design features will be incorporated to unify the look and feel of the hospital

using nature-inspired colors and materials to create a calming, tranquil and comforting environment for our patients.

Patient tower renovations are the start of a multiphase project to upgrade LVH–Hazleton and create a health care campus of the future at the existing Health & Wellness Center at Hazleton along the Airport Beltway in Hazle and Butler townships. Additional changes at the hospital planned for late summer include expansion and renovations to the main lobby. The emergency department also will be expanded. We will double the number of treatment rooms to 35, which will include a five-bed secure area for behavioral health treatment.

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# Open Mike: Our Super Bowl Champions

BY [MIKE ROSSI](#) · APRIL 3, 2018



As I plug in the microphone this month, I take a few minutes to reflect on Super Bowl LII. Sounds strange, right? I mean, the “big game” happened about eight weeks ago. Despite the timeline, pride, joy and sheer exuberance about the victory still resonate among Philadelphia Eagles fans and beyond.

The thirst of a team working together toward a common goal is not something easily quenched. Jason Kelce, dressed in his finest Mummer’s attire, summed up this concept perfectly during his Philadelphia Eagles victory parade speech by stating, “Hungry dogs run faster.”

Every member of our LVPG team, including Patient Service Representatives (PSRs), Medical Assistants (MAs), Licensed Practical Nurses (LPNs), Registered Nurses (RNs), Advanced Practice Clinicians (APCs), Physicians and Practice Managers, as well as our Operational and Clinical Leaders understands this.

The “LVPG Super Bowl Team” has no second-string members. We deliver high-quality, patient-centered care every minute, every hour and every day. Everyone is part of the team, whether it be on the sideline of ancillary services or directly on the field in the practice. Our colleagues provide exemplary medical care and treatment. It’s simply what we do.

Our “LVPG Super Bowl Team” momentum shows no signs of slowing down. We work harder, strive for more, and strategize pre-game, live game and post-game all for the benefit of our patients. Our desire for excellence pushes and empowers us, and enhances our ability to provide exceptional care and access for the people of our community.

This will not be the Philadelphia Eagles last victory. Trust me. As a New York Giants fan who is already familiar with the pattern of Super Bowl victories (four to be exact), once a team tastes victory, it’s never lost.

Bill Parcells, former head coach of the New York Giants, was asked by a reporter immediately following the Giants’ Super Bowl XXV win what he thought about his team at that moment. He responded by

simply saying, "You are what you are."

At LVPG and LVHN, we are brighter, stronger and more passionate. We are an exceptional team of champions. Our season is now.

Mike



*Michael Rossi, MD*

**About me:** My name is Michael Rossi, MD, MBA, and I am the Chief Physician Executive for LVHN and President of LVPG. I came to LVPG 15 years ago as Chief of Cardiology for LVHN and Medical Director of our Regional Heart Center. I truly enjoyed caring for cardiac patients and getting to know them and their families. I am proud to be part of such a great organization. My passion is patient care. I view my current role as taking that passion for caring for an individual patient, to caring for our entire community. It is an honor to work with such an outstanding network of dedicated colleagues.

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# Survey Says

BY [KIM JORDAN, DNP, RN](#) · APRIL 6, 2018

There's a popular syndicated television game show called Family Feud. The gist of this show is that survey data supplies the most popular answers for every question that they pose to contestants. When you hear, "Survey says," you know you're going to find out if the players are thinking like the surveyed group, or missed the point entirely.

Starting Monday, I want you to help me know what's on your mind: Please complete the 2018 LVHN Colleague Engagement Survey. In 2016, [results from the survey led to important changes](#) for you and your colleagues, including better fitness benefits, greater opportunities for professional growth and training, and the establishment of an influential group I know and admire, the Staff RN Retention Committee.



Your survey participation can be a game changer, or for sure, a network changer. I want to know what you are thinking when it comes to LVHN and patient care services. Do you have thoughts about shift schedules or about precepting? Are you looking for more evidence-based practice (EBP) project opportunities or a better understanding of Epic? Have you observed how other organizations do things that we should try? (Maybe it's an organization not in health care that inspires you.) Perhaps you have more general concerns about continuing education benefits or retirement planning. Between April 9 and April 23, you will have the virtual mic and I want you to voice your thoughts about all things LVHN and how we can take what is great and make it even better.

## **Details: LVHN Colleague Engagement Survey**

**When:** April 9-23

**Where:** [Check your LVHN email.](#)

**How:** Click link in email and complete survey.

Thank you for taking time to thoughtfully complete the survey. As I mentioned, the last survey propelled some great changes we all benefit from. I'm looking forward to out-of-the-box thinking that will help us

take LVHN to the next level in colleague satisfaction.

## Retention progress!

Last week, I received some good news when it comes to RN staff retention here in the Lehigh Valley with a report about voluntary turnover. Voluntary turnover (voluntary separation from LVHN) has dropped 22 percent from last year, and 17 percent when compared to the average of fiscal years 2016 and 2017.

### Fiscal Year Separation Summary for Inpatient, ED, Periop, Home Care and Hospice RNs

	FY16	FY17	FY18 YTD – 3/29/18
Voluntary separations	298	344	207 (269 annualized)

If we have fewer voluntary turnovers than the annualized projection, we may come in even better. I'll keep you posted.

## Put it on a sticky note: Survey April 9!!!

You know how every vote matters? In the case of our colleague survey, I know EVERY survey matters. Each colleague has a different lens that filters what their personal colleague experience is like. I want to know what you see and experience through your lens so we can make sure your work experience here is fulfilling, enriching and enhances your life. When you are fulfilled by your work, it shows. It is demonstrated by your interactions with patients, with colleagues and with your family and friends.

Please take a few minutes next week and tell me what I need to know to help us improve and expand our LVHN culture. Not only could your insights benefit each of us, but they could make a difference in the experience of each and every patient.

Kim

P.S. Just a reminder, my email is open to you. Send ideas or questions to me at:

[Marie.Jordan@lvhn.org](mailto:Marie.Jordan@lvhn.org).



*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.

# Get 20 Percent Off Hooded Long Sleeve LVHN T-shirts

BY [EMILY SHIFFER](#) · APRIL 3, 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.

April's item is a hooded long sleeve T-shirt, available in both men's and women's sizes. Regularly priced at \$23.95, they are now on sale in April for \$19.99.

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

To shop for this T-shirt and other LVHN items, visit the [LVHN Shop](#).



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# Become a Part of 'The LVHN Experience,' LVHN's High School Summer Mentorship Program

BY [ADMIN](#) · APRIL 2, 2018

As you tackle your daily responsibilities, have you thought, "Am I making a difference in my community?" Here's your chance to make a new kind of difference.

We're excited to announce a brand new program to LVHN, sponsored by The Dorothy Rider Pool Health Care Trust. The program will allow you to make a difference while you're at work and provide you with free support in your day-to-day role and responsibilities.

"The LVHN Work Experience" is a six-week pilot program that invites a select group of 16-24 students from Allentown School District's unique Building 21 High School to gain real-life work experience with LVHN mentors like you. Starting June 25 and ending Aug. 3, students will work at each site four days per week, approximately six hours per day.

Students are entering their senior year of high school and have been pre-screened and approved to participate. You will decide how students can help you and your team. Our own team of Worksite Supervisors will provide additional support throughout each week, alleviating you of any concerns.

Students are eager to gain knowledge and understanding of the diverse array of career paths that await them at LVHN and beyond. **S**tipends will be provided to worksites that host students.

To learn more, contact Program Coordinator Jenae Holtzhafer at [Jenae.Holtzhafer@lvhn.org](mailto:Jenae.Holtzhafer@lvhn.org) or 610-402-2398. The deadline for worksite applications is April 20.



# April Auxiliary Linen and Jewelry Sales

BY [EMILY SHIFFER](#) · APRIL 4, 2018

The Auxiliary of Lehigh Valley Hospital and the Auxiliary of Lehigh Valley Hospital-Muhlenberg will host several sales in April.

## **Linen Sales**

April 10, 8 a.m.-4 p.m.

LVHN-One City Center

April 11 and 12, 8 a.m.-4 p.m.

LVH-Cedar Crest

## **Jewelry Sale**

April 20, 8 a.m.-4 p.m.

LVH-Muhlenberg



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# See Who Won the March Madness Iron Chef Grain Bowl Competition- PHOTOS

BY [EMILY SHIFFER](#) · APRIL 4, 2018

National Nutrition Month Coordinators Melinda Wolterman, Courtney Kalamar and Cassie Lacko, Nutrition Managers Melissa Faura and Ann Flickinger, and student Maggie Hannah helped organize and support the “March Madness Final Four Iron Chef Grain Bowl Competition” at LVHN. The competition took place at four health network sites over four days. A total of 319 people voted on two delectable grain bowl salads from Sodexo chefs Michael Brack and Peter Lewis.

Each chef created a signature grain bowl salad:

- Bulgar wheat, kale, chickpea grain bowl by Chef Michael Brack of LVH-Cedar Crest
- Mediterranean toasted farro, Swiss chard, eggplant grain bowl by Chef Peter Lewis of LVH-Muhlenberg

Congratulations to Chef Peter Lewis who earned the highest overall score. He was named the Sodexo Executive Iron Chef Champion. Check out photos below.







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# Get Discounted Tickets to Hersheypark for Saturday, April 14

BY [EMILY SHIFFER](#) · APRIL 5, 2018

The LVHN Recreation Committee invites you to spend a day with your family at Hersheypark for a discounted price.

Tickets are only \$27.15, a huge savings off the regular price. (A ticket is needed for anyone 3 years and older.) To purchase tickets, click on [LVHN's exclusive link here](#) and enter promo code: **13118**.

You also can purchase discounted parking tickets for \$9 (normally \$15) and food vouchers by clicking the "Enhance Your Experience" drop-down menu.

There is no deadline to order tickets, but they must be ordered online in advance.

Park hours: 10 a.m. – 9 p.m.

Chocolate World: 9 a.m. – 9 p.m.

Hersheypark

100 W. Hersheypark Drive

Hershey, PA 17033

1-800-HERSHEY

[www.hersheypark.com](http://www.hersheypark.com)

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