

### **CEO Update: A Goal About You**

Dr. Nester discusses Colleague Survey next steps.

### **Dr. Singer to Lead LVH–Pocono Heart Surgery Program**

His experience and skills will move the program forward.

### **Matthew Sorrentino Named Chief Legal Officer**

He has been LVHN's outside counsel, friend and advocate.

### **LVH–Cedar Crest Town Hall Meeting May 1**

Sessions are 7:30 a.m. and 7:45 p.m. in the auditorium.

### **Service Star Recipients Saved a Life**

LVPG Family Medicine–Whitehall colleagues worked quickly.

Colleague  
Engagement  
Survey Underway

[Learn More](#)



LVH-Muhlenberg  
Town Hall  
April 23

[Learn More](#)



### **LVPG Practices Part of Our Vision Plan**

Two ophthalmology practices participate in EyeMed.

### **Future Medical Students Look at SELECT**

Welcome candidates as they tour our campuses.

Value: It's in the  
LVHN DNA

[Learn More](#)



## **LVHN news**

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Opioid Crisis' Most Vulnerable  
Victims

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Sun and Safety Tips for  
Sports Fans

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Back Surgery: Advanced  
Cures for Pain

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

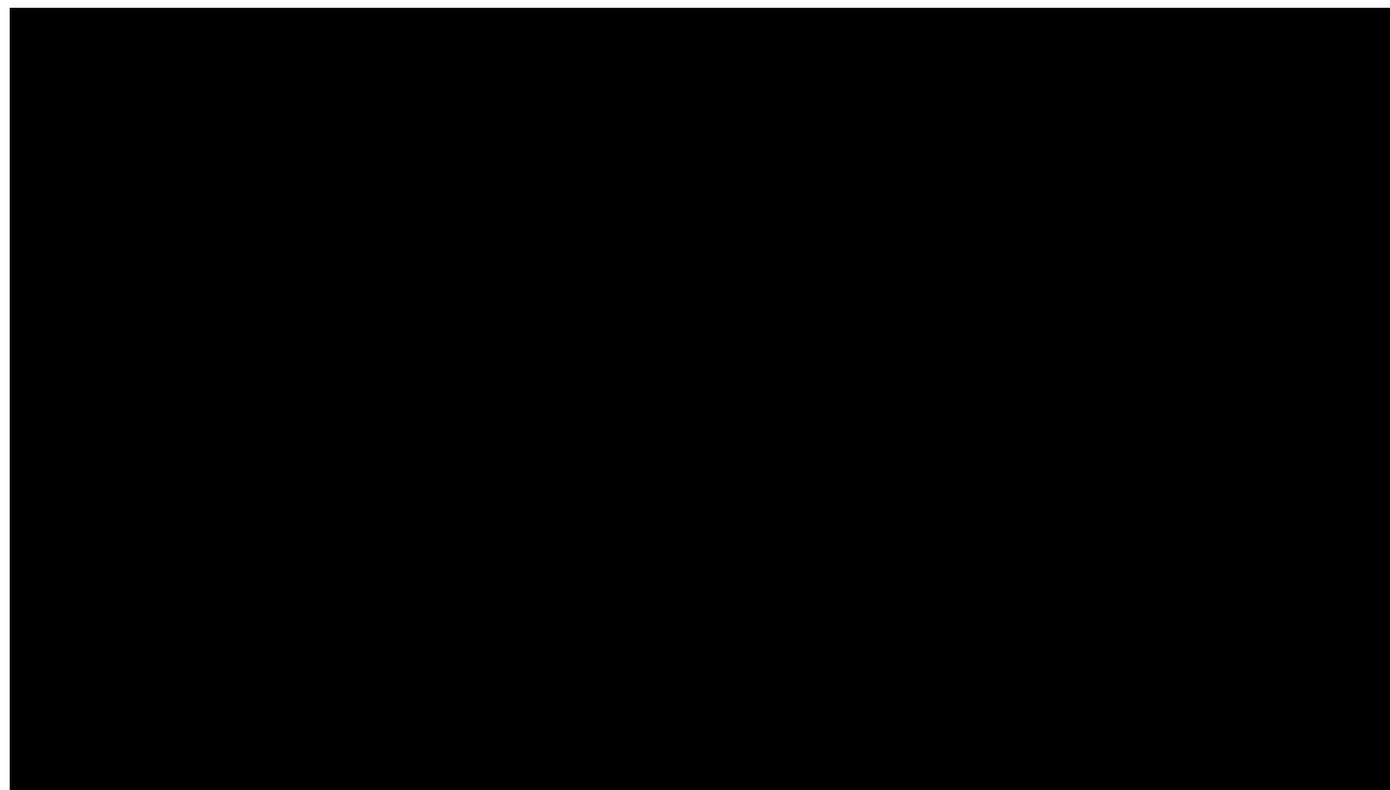
# CEO Update: Survey Will Lead to an LVHN Goal About You

BY RICK MARTUSCELLI · APRIL 18, 2018



Each month, LVHN President and CEO Brian Nester, DO, MBA, FACOEP, records a video called the CEO Update about a timely topic. It's part of the way we're sharing information with you called the *Communication Cascade*. In this edition, Dr. Nester discusses our *Colleague Engagement Survey* and how we'll listen to you to expand our goals from the *Triple Aim* to the *Quadruple Aim*.

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



We have five LVHN Fitness locations. They have the latest cardiovascular and weight-training equipment, and they're staffed by certified personal trainers. Best of all, they are yours to use for free.

That wasn't always the case. During our Colleague Survey in 2016, you asked for better health and wellness benefits. We listened. Now colleagues can use any of our LVHN Fitness Center locations for free with no minimum visit requirements. It's one of many examples of how [we listened to your Colleague Survey answers and took action](#) to make LVHN an even better place to work. Now it's time to listen to you again.

Our latest [Colleague Engagement Survey is happening in April](#). If you haven't taken it yet, make sure to do so by the end of the month. Encourage colleagues to take it too.

When the survey closes, I'll review the network-wide results with other senior leaders. Based on your feedback, we'll explore immediate and long-range tactics to give you a better work experience. Your manager will share your department's results with you and your team. Then, you'll work together to create a plan to make your department a better place to work.

Creating an outstanding experience for you is so important, next fiscal year we'll expand our focus from the Triple Aim to the Quadruple Aim. We'll set goals to create Better Health, Better Care, Better Cost *and* a Better Colleague Experience.

For all you do, you deserve a great experience at work. So, take the survey and tell us what we can do better. Thanks for all your hard work. I'll talk with you next month.



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.

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# Raymond L. Singer, MD, Will Lead LVH–Pocono’s Heart Surgery Program

BY [ADMIN](#) · APRIL 16, 2018

***This message is from Ronald Freudenberger, MD, Physician-in-Chief, the Lehigh Valley Heart Institute.***

I would like to share news about cardiothoracic surgery within the Lehigh Valley Heart Institute. At LVH–Pocono, cardiothoracic surgeon Nche Zama, MD, PhD, has decided to leave the heart surgery program. Dr. Zama played a pivotal role in the formation and development of LVH–Pocono’s heart surgery program. We appreciate his service and wish him well.

We are committed to the success of the heart surgery program at LVH–Pocono. I am pleased to announce effective today Raymond L. Singer, MD, will be leading LVH–Pocono’s heart surgery program. Dr. Singer has made numerous contributions to LVHN’s heart program, and we are excited to see him apply his skills inside and outside the OR to lead the program forward. He will partner with cardiothoracic surgeons John Anderson, MD, and Kelly M. Wanamaker, MD, to expand LVH–Pocono’s heart surgery program.

Dr. Singer will also see patients, albeit on a reduced schedule, at LVH–Cedar Crest.

Thank you in advance for your support of LVHN’s heart surgery program.



# Chief Legal Officer Announced

BY [ADMIN](#) · APRIL 16, 2018

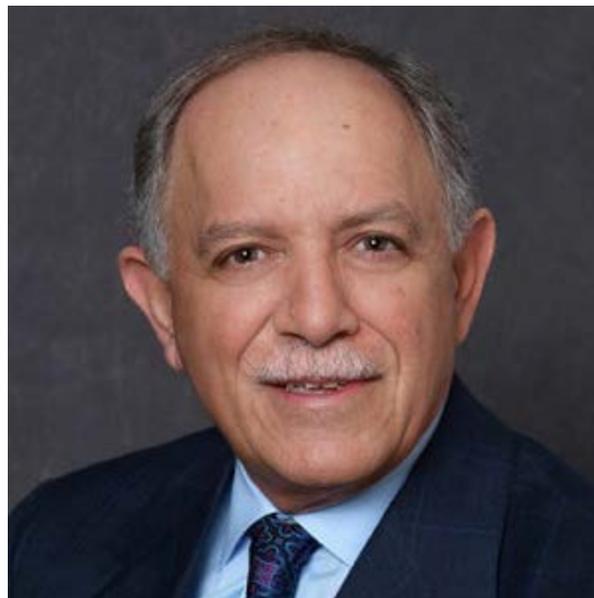
***This message is from Brian Nester, DO, MBA, FACOEP, LVHN President and Chief Executive Officer.***

Sometimes the best solution to a challenge is right in front of us. That is very much the case with respect to our search for a new Chief Legal Officer.

It is with great pleasure that I announce the appointment of Matthew R. Sorrentino, Esq., as Chief Legal Officer at LVHN, effective April 30. He replaces David Springhetti, Esq., who left LVHN earlier this month to move back closer to family in Texas to continue his legal practice.

Matt is a longtime outside counsel who has been a tireless friend of and advocate for LVHN. He advised Muhlenberg Hospital Center during its merger with LVHN in the late 1990s and then became a highly trusted advisor to LVHN. Highlights of his work for LVHN include creation of imaging partnerships, development of Health Network Laboratories, Inc., and guiding the mergers of LVH-Hazleton, LVH-Pocono and LVH-Schuylkill.

Matt is joining us from Norris McLaughlin & Marcus PA in Allentown, where he is the chairman and managing partner. In addition to practicing health law, his practice also focuses on real estate and commercial acquisition transactions.



Matt was a political science major at Muhlenberg College and served in the Army Reserves after graduation. He later was a parole officer prior to attending law school at Villanova University. He also served as a public defender doing both criminal and civil litigation.

In his new role, Matt will provide strong counsel for leadership while tightly managing external legal costs. In addition, he will serve an important advisory role as we continue to grow and navigate the many changes in health care and complex regulations governing the delivery of health care services both locally and throughout the industry. He will coordinate all legal matters for the network and provide oversight to the following network functions: Compliance & Audit, Government Affairs, and Legal Services & Risk Management.

In addition to providing legal expertise to LVHN, Matt and his wife, Ronnie, are active supporters of LVHN. They currently serve as Co-Chairs of the President's Society of LVHN and have participated in numerous philanthropic campaigns. They have two grown children, Justin, who lives in New Jersey and Lauren, who is also an attorney at Norris, McLaughlin & Marcus.

Please join me in welcoming Matt to LVHN.

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# Attend a Town Hall Meeting at LVH–Cedar Crest May 1

BY [RICK MARTUSCELLI](#) · APRIL 20, 2018

Town Hall meetings are underway. We're holding Town Hall meetings on each of our hospital campuses as a way to keep colleagues informed about what's happening in our health network. Town Halls are being hosted by the leaders from each hospital campus. When you attend a Town Hall meeting, you'll hear LVHN news and get information specific to your campus. You'll also have an opportunity to ask your questions.

Here are details about the Town Hall meetings scheduled for LVH–Cedar Crest.

## **LVH–Cedar Crest Town Hall With**

Bill Kent, Lehigh Valley Hospital President

Scott Croonquist, Vice President of Patient Care Services

Michael Pasquale, MD, Lehigh Valley Hospital Senior Medical Director

## **Tuesday, May 1**

Two sessions

7:30 a.m. and 7:45 p.m.

Auditorium

Help spread the word. [Print this flyer](#), post it in your department and encourage colleagues to stop in.

The logo for the LVH-Cedar Crest Town Hall Meeting. It features the text "LVH-CEDAR CREST" in a small, teal, sans-serif font at the top. Below it, the words "Town", "Hall", and "Meeting" are stacked vertically in a large, bold, teal, sans-serif font.

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## Service Star of the Month—April 2018

BY [EMILY SHIFFER](#) · APRIL 19, 2018

### *LVPG Family Medicine—Whitehall Colleagues*



It was a normal day in the LVPG Family Medicine—Whitehall waiting room. Patients were checking in, appointments were being scheduled and kids were crawling out of their parent’s laps. Suddenly, a patient walked into the office and collapsed, falling face down and hitting the floor hard. Colleagues quickly rushed to the patient’s side.

The patient was conscious but complained about having difficulty breathing. Medical Assistant Ashely Blose immediately brought oxygen to the patient, while Medical Assistant Naomi Hiraldo reported the patient had become unconscious and was not breathing. She advised another colleague to call 911.

Rosaline Owusu, CRNP, arrived and assessed the patient, finding no pulse or respirations. She

immediately began chest compressions and instructed Kaitlyn Rehig, LPN, to give the patient oxygen. The patient's shirt was cut off and an AED was applied.

Meanwhile, Medical Assistant Lori Jones helped move patients from the waiting area to a separate location, protecting them and allowing her colleagues to work on the patient without interruption.

Joseph Ciecko, DO, arrived and helped Owusu perform chest compressions. Jen Fisher, LPN, found the patient's wallet which contained identification containing the patient's name. Her colleagues were then able to pull the patient's medical information to help colleagues and EMS personnel provide proper care.

When EMS arrived, the patient had shallow respirations and a weak pulse as the team continued rescue breathing and oxygen. EMS was given the patient's medical information and transported the patient to hospital.

"All team members worked together to save a life," says nominator Colleen Yezik. "Through dedication and the ability to work together, LVPG Family Medicine– Whitehall team members displayed professionalism, compassion and empathy while demonstrating the highest level of care to one of our patients."

## **Next Steps**

Nominate a Service Star.

Congratulate these PRIDE Award recipients. The PRIDE Award is part of our expanded [Service Star Award program](#).

### **John Wheary, DO, and Jennifer Brown, LVPG**

Wheary and Brown bought and delivered a replacement bike for a patient who was involved in a bike accident after learning it was his only means of transportation.

### **Susan Kultys, LVH–Cedar Crest**

Kultys works tirelessly to ensure each patient has the correct number of caregivers while also caring for the nursing leadership team. After noticing a charge nurse put her patient's care above eating her own meals, Kultys brought her a home-cooked meal so she could eat well and feel appreciated.

### **Marissa Greggo, LVH–Muhlenberg**

After several unsuccessful attempts on a patient's IV contrast injection, Greggo persevered until she was able to access a suitable vein while offering compassion and tenderness to the patient. "She kept her composure the entire time, and that helped me to stay calm. She never gave up on me," the patient said.

### **Anna Fernandez, Brigitte Naratil, Dawn Pudelka and Comfort Fordjour, LVH–17<sup>th</sup> Street**

Working with the dying and their families is very stressful, sad and challenging. This team has been with hundreds of people as they die. Their performance is always outstanding, always sensitive and always

respectful.

### **Denisette Irizarry, LVHN–One City Center**

Irizarry has been working with a family who struggles with behavioral and physical health problems. Her diligent efforts resulted in the family receiving needed governmental financial support, behavioral health services and the management of several co-occurring physical health complaints.

### **Aalih Hussein, LVH–Pocono**

Hussein helped resolve a transportation issue for a patient with cancer who struggled to arrange and pay for transportation to and from 33 treatments. Her dedication and persistence allowed the patient to make all her appointments and treatments.

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# Reminder: LVPG Ophthalmology/Optical Effects are Part of the EyeMed Vision Plan

BY [SHEILA CABALLERO](#) · APRIL 16, 2018

Colleagues who elected the EyeMed Vision Plan as part of their benefit package may be wondering if LVPG Ophthalmology/Optical Effects participates in the EyeMed Vision Plan. LVPG Ophthalmology/Optical Effects are part of the EyeMed Vision Plan network. The practice offers two convenient locations in Allentown and Palmer Township for benefit-enrolled colleagues and their eligible dependents. Here are the details.

## **LVPG Ophthalmology/Optical Effects-Allentown**

401 N 17<sup>th</sup> Street, Suite 103  
Allentown, PA 18104  
610-969-3070

## **LVPG Ophthalmology/Optical Effects-Palmer**

3701 Corriere Road, Suite 17  
Easton, PA 18045  
484-591-7050

## **Providers**

Radoslav Ivanov, OD  
Alexandra Mercurio-Woch, OD

## **See a full list of providers**

To see a full list of eligible providers near you, go to [EyeMed.com](http://EyeMed.com) and click on the “Insight Network.” You do not need a login. In addition, members enrolled in the buy-up plan can now purchase lenses and contact lenses every 12 months.



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# Future Medical Students Take a Second Look at SELECT

BY [RICK MARTUSCELLI](#) · APRIL 20, 2018

How do medical students decide which program is best for them? They take a second look at the schools where they've been admitted.

On April 22 and 23, applicants admitted to our SELECT medical school partnership with University of South Florida (USF) Health Morsani College of Medicine will tour various LVHN locations, including LVH–Cedar Crest and LVH–17<sup>th</sup> Street. SELECT faculty and staff will host candidates during two days of tours, panel discussions and informal meet and greets.

SELECT is a unique medical program that pairs two years of classroom learning on USF's Tampa campus with two years of clinical experiences at USF's Lehigh Valley campus. Our program continues to grow and attract top candidates throughout the nation. We are committed to building on the success of this program and are excited about our role in educating future medical leaders. Please give these prospects a warm welcome if they pass through your area.



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