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It recognizes contributions as an educator, researcher, author.

Colleague  
Engagement  
Survey, April 15-28

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Half Off WW  
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## LVHNnews

Facing a Hernia Head-On

More Than a Bruise

Expressly for You

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

# Lehigh Valley Cancer Institute Offers You HOPE & MORE – Video

BY [JENN FISHER](#) · APRIL 8, 2019

A cancer diagnosis is personal, intimate, distressing. At that moment of diagnosis, it's important to find hope in a future after cancer.

At Lehigh Valley Cancer Institute, that future is possible thanks to expert cancer specialists and leading-edge treatments and technologies. But the care doesn't stop there. You can find hope **and more** from a care team that's dedicated to getting to know you and ensure you feel cared about as you make decisions that affect the course of your life. If you or someone you love has received cancer care from the Cancer Institute, you know how much your care team feels like an extension of your own family.



HOPE & MORE is the message at the heart of our new advertising campaign for cancer care at Dale and Frances Hughes Cancer Center at LVH–Pocono, LVHN Cancer Center–Schuylkill at LVH–Schuylkill E. Norwegian Street, and LVHN Cancer Center–Hazleton. Through compelling patient stories and messages of hope, we want people in these communities to know they can receive expert cancer care near home, and that care is provided by a cancer care team that cares deeply about them. Our people offer “more” to their care.

**Get to know the people featured in this campaign (click ads to enlarge)**



**Prima.** When she was just 29 years old, Prima was diagnosed with an aggressive sarcoma tumor in the breast. It was doubling in size by the week, spurring rapid decisions. Her care, led by hematologist oncologist [Suresh Nair, MD](#), included genetic testing, presurgery chemotherapy and a Memorial Sloan Kettering (MSK) clinical trial. All care took place near Prima's home in the Poconos, at Dale and Frances Hughes Cancer Center, a member of the MSK Cancer Alliance. Recently, Prima completed radiation therapy and is thankful for not only the expert care she received, but the compassionate, caring team who helped her through her cancer journey.

**Catherine.** A single mother with two boys to raise, Catherine faced an unimaginable ordeal: endometrial cancer. Then she found hope at LVHN Cancer Center–Schuylkill. The center had recently opened at LVH–Schuylkill E. Norwegian Street, and offered a convenient place near home (and her sons) for chemotherapy treatments following cancer surgery. “Some days it was hard to find hope. But the team at Lehigh Valley Hospital–Schuylkill gave me just that and more. I will be forever grateful,” she says.

## HOPE & MORE campaign

As spring blooms in early April, HOPE & MORE will launch. If you travel to the Pocono region or the Pottsville or Hazleton areas, you will see billboards for HOPE & MORE across the area. You also will hear radio ads on local stations in those communities, see television ads on stations serving those regions, find print advertisements in local newspapers and see videos such as these on social media.

## Billboards

Dale & Frances Hughes  
Cancer Center



Lehigh Valley  
Hospital-Pocono

**HOPE  
& MORE**



Lehigh Valley  
Cancer Institute

LEHIGH VALLEY HEALTH NETWORK

**HOPE  
& MORE**



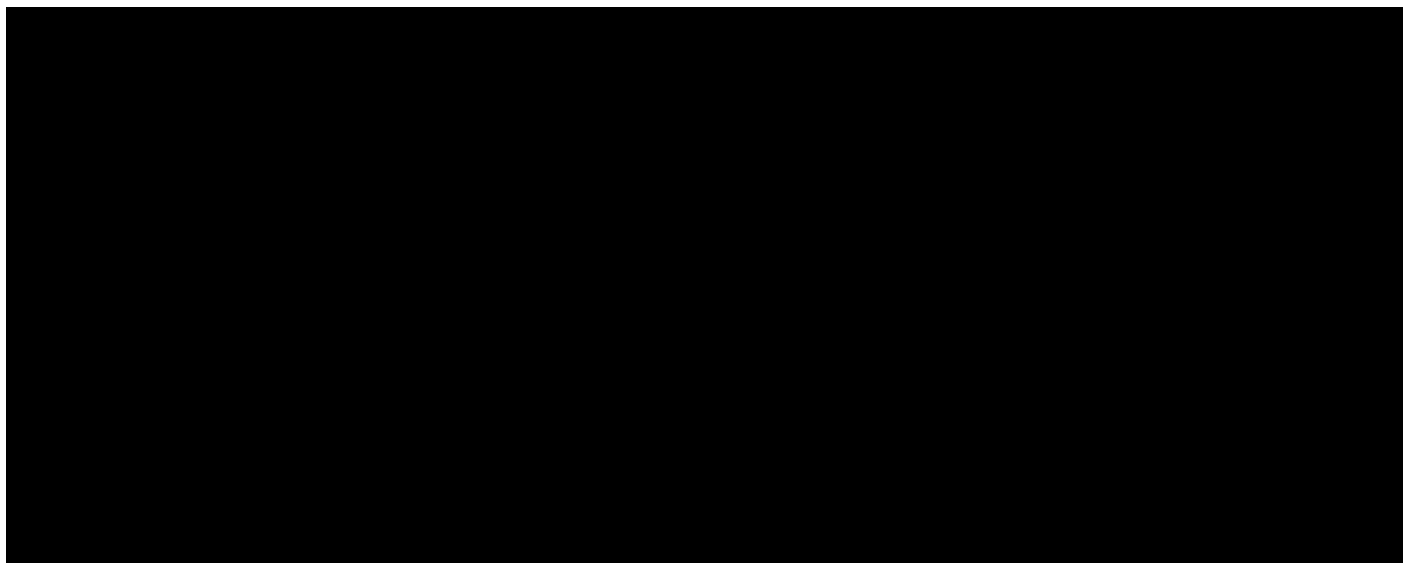
Lehigh Valley  
Cancer Institute

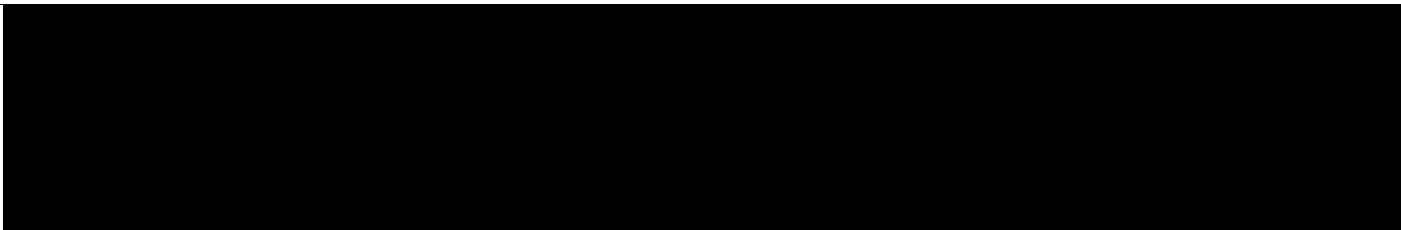
LEHIGH VALLEY HEALTH NETWORK

**HOPE  
& MORE**

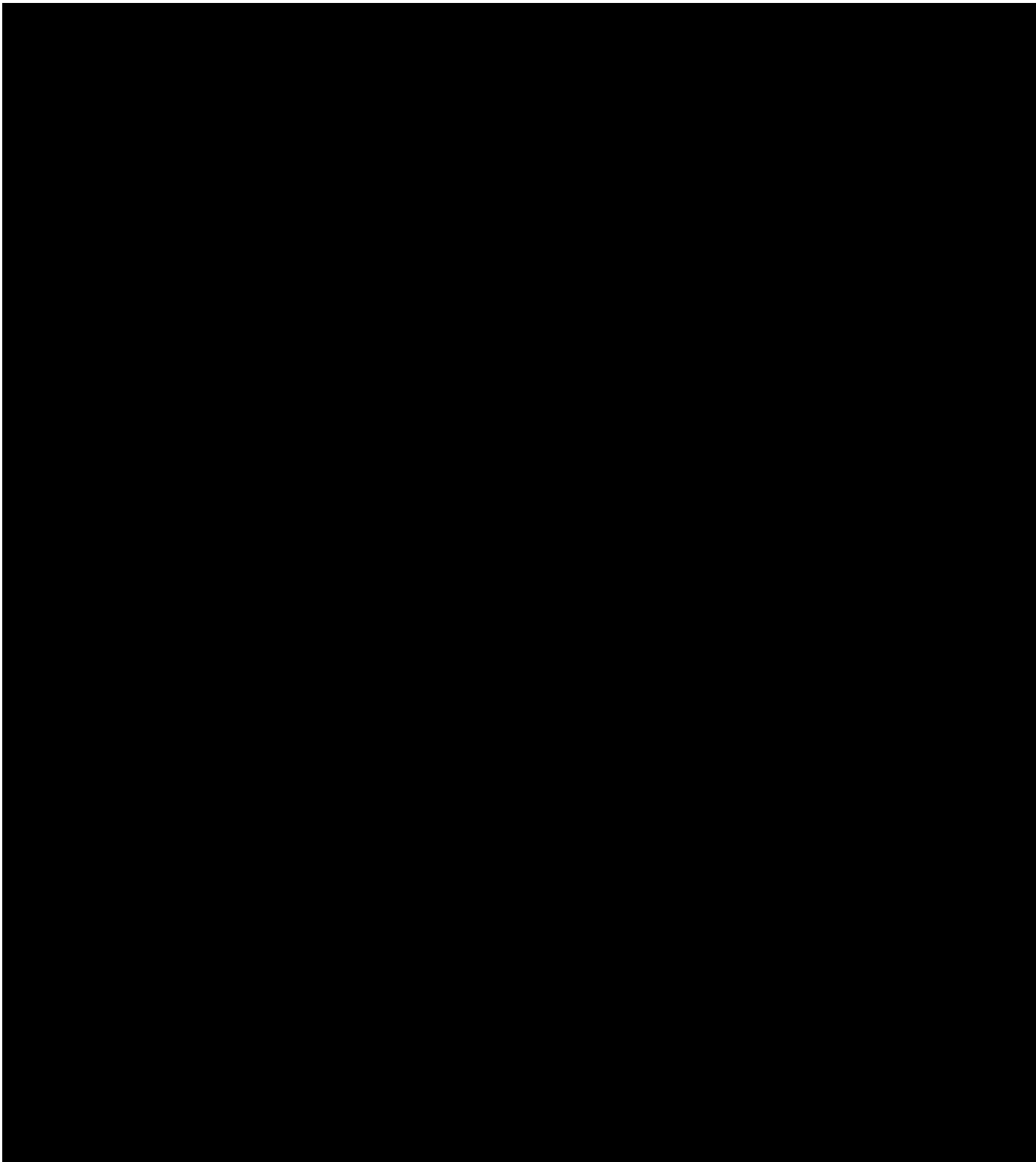


Social media video

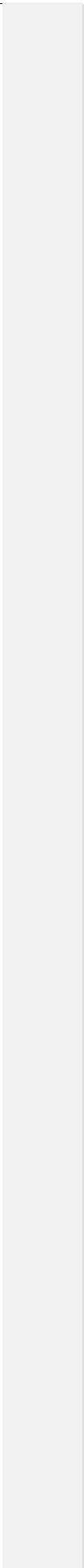




**TV commercials**



People who see or hear the ads will be encouraged to make an appointment by visiting



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[LVHN.org/CancerInstitute](https://LVHN.org/CancerInstitute). You too are invited to visit [LVHN.org/CancerInstitute](https://LVHN.org/CancerInstitute) should you or someone you care about need cancer care. With access to MSK clinical trials, as well as access to clinical trials through NCI Community Oncology Research Program (NCORP), and genetic testing to help target your treatment, Lehigh Valley Cancer Institute offers cancer care that offers you hope and more.

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# LVHN ExpressCARE Coming to Carbon County

BY [BRIAN DOWNS](#) · APRIL 8, 2019

Do you recall LVHN's first ExpressCARE location and when it opened? Trivia buffs might remember that it was 2011 when what was then known as walk-in care opened at the Health Center at Moselem Springs in Berks County.

Jump ahead eight years and the health network is preparing to expand ExpressCARE with its 19<sup>th</sup> and 20<sup>th</sup> locations in Palmerton and Lehighton in Carbon County. Both are expected to open in late summer.



"LVHN has been a partner in the care of Carbon County residents for many years," said Terrence Purcell, Vice President, Market Development. "Continuing to bring a range of primary, specialty and ancillary services to Lehighton and nearby locations underlines our commitment to raising the bar for health care in Carbon County. These steps make accessing world-class LVHN care even more convenient."

ExpressCARE at Lehighton will be located at 363 North First Street. ExpressCARE in Palmerton will be located in the Pencor Services, Inc. building at 528 Delaware Ave. These ExpressCARE sites will provide residents with access to treatment for common illnesses and minor injuries without an appointment including sprains and strains, cuts and lacerations, poison ivy, rashes, seasonal allergies, flu symptoms, bronchitis, ear infections, sore throat and fever.

ExpressCARE will be open 365 days a year. Hours of operation will be announced closer to the openings.

Other services currently available in Lehighton include LVPG Cardiology, LVPG Neurology, LVPG Pulmonology and LVPG Vascular Surgery.

LVPG Hematology Oncology, LVPG Family Medicine-Lehighton, LVPG Pediatrics-Lehighton, LVPG Family Medicine-Albrightsville and outpatient Rehabilitation Services offered in Lehighton and Tamaqua also provide access to high-quality health care at a time when rural areas are struggling to maintain and attract providers.



# Stay Safe: Submit Personal Contact Info for Emergency Notifications

BY [RICK MARTUSCELLI](#) · APRIL 12, 2019

Colleague safety is always a top priority at LVHN. In the event of an emergency, it's important that you have the information you need to stay safe. As we continue to fully integrate our health network, we're taking steps to ensure colleagues network-wide are notified when an emergency happens.

We are consolidating all LVHN hospital campuses and locations to a single emergency mass notification system called Volo. Unlike previous systems used at LVHN, you do not have to visit an external website or system to register to receive emergency notifications. Instead, colleagues' contact information will be uploaded into Volo automatically from Lawson. If you want to receive emergency notifications on your personal cellphone or email, you must make sure your personal contact information is correct in Lawson.



## Take these steps to receive emergency notifications

- Visit the Colleague Resource Center (accessible on your SSO toolbar).
- Click "Employee Resources."
- Under "Employee Self-Service," click "Personal Contact Numbers."
- Enter your personal cellphone number and email address.
- Click "Save changes."

NOTE: This information will only be used for emergency notifications.

## What will happen next

- In the event of an emergency or threat of an emergency, you will receive a text message, email and voice message to alert you of the incident and specific action you should take, if required.
- Messaging will only be sent during actual emergency events and periodic drills.
- You will receive automated notifications for tornado warnings that impact your primary work location, which also is listed in Lawson. This alert will be in addition to any National Weather Service notifications you may already receive.



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We will launch the Volo system in a few weeks, so enter your personal information as soon as you can. If you change your cellphone number or email address in the future, make sure to change your contact information in the Colleague Resource Center to ensure you will receive emergency notifications.

We always want you to be safe. Thank you for taking steps to help us help you, because the safety of our patients and their loved ones starts with your safety.

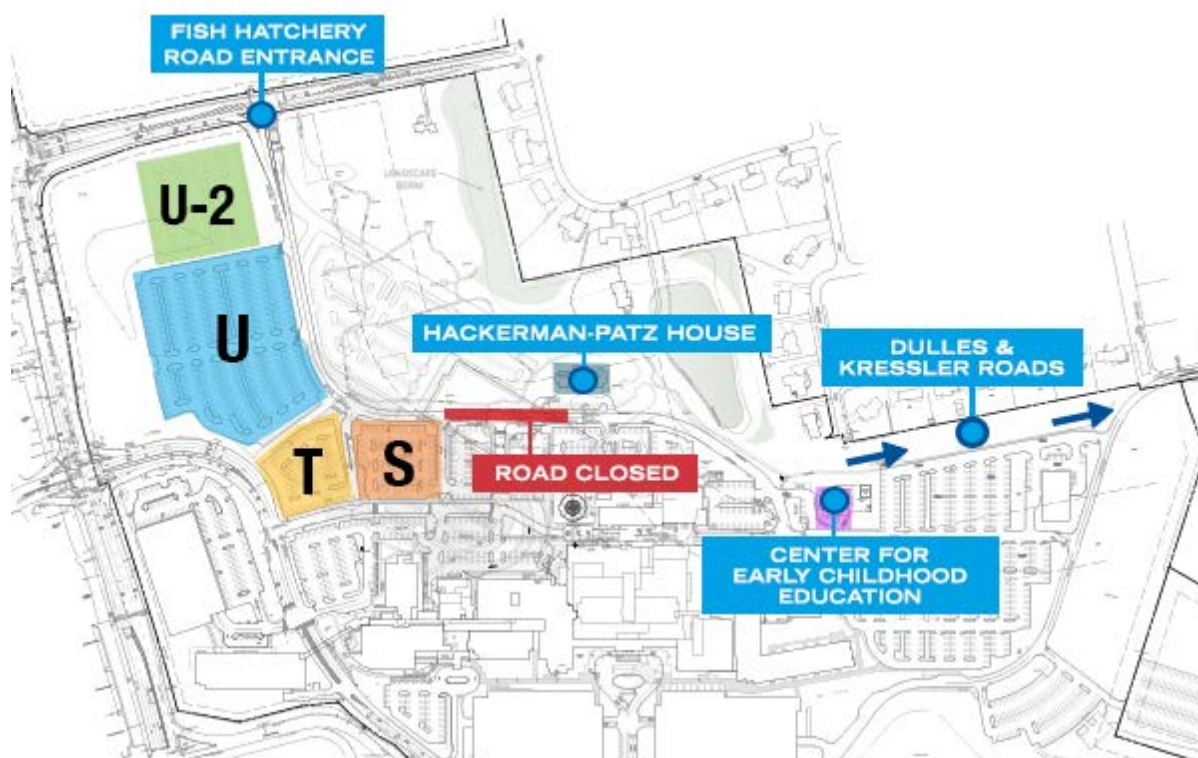
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# Road Closure, Parking Changes at LVH–Cedar Crest Beginning May 1

BY [RICK MARTUSCELLI](#) · APRIL 10, 2019

The construction of a new emergency department and observation unit continues at LVH–Cedar Crest. Beginning May 1, the construction project will impact how some colleagues enter and exit the campus, park, and access the Center for Early Childhood Education and Hackerman-Patz House.



**Here is what will happen beginning May 1. Refer to the map for details.**

- The South Access Road will be closed to thru traffic.
- The Fish Hatchery Road entrance should only be used by colleagues assigned to park in Lots S, T, U and U-2. Changes to these lots are as follows.
  - Lot T (currently used by colleagues in the 1230 building) and Lot S (currently used by physicians and residents), will become gated physician lots. A temporary passage will be created between Lots T and S. All motorists will access this area through the Lot T gate. While there is sufficient parking most days in these lots, parking for physicians and residents will be on a first-come, first-serve basis, as there will not be separate parking lots for each. Any colleague with access to Lot S who is not a physician or resident will be removed from this lot.
  - Colleagues from the 1230 building who currently park in lot T will be displaced and be required to park in Lots U and U-2. Shuttle service will be offered in Lots U and U-2. Security will be on

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site and monitoring parking lots to ensure colleagues are parking in their designated locations.

If any colleague parks in the front parking decks or the 1230/1240 building patient parking area, they will receive a ticket and possible disciplinary action as per the LVHN parking policy.

- Colleagues who park in all other lots, or are traveling to the Center for Early Childhood Education of the Hackerman-Patz House should enter the LVH–Cedar Crest campus via Kressler Road or the main entrance off of Cedar Crest Boulevard.
- All drivers making deliveries to LVH–Cedar Crest must enter and exit the campus via Kressler Road. Access to the loading docks from the Fish Hatchery Road entrance will not be available.

Thank you for your understanding and support as we work to expand the health care service the people of our community need.

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# New Name, New Focus for LVH–Muhlenberg Summer Festival

BY [BRIAN DOWNS](#) · APRIL 10, 2019

For more than five decades, the Lehigh Valley Hospital–Muhlenberg Summer Festival has been one of Bethlehem's longest-running traditions and one of the hospital's largest fundraisers. This year, the festival will be reintroduced as LVHN Wellness Fest, maintaining many festival favorites while expanding to offer new activities focused on healthy living.

“This transformation of the Muhlenberg Summer Festival now aligns the event more closely with our mission to heal, comfort and care for the people of our community,” says LVH–Muhlenberg President Bob Begliomini. “We are refocusing the festival so that it not only provides many ways to have family fun, but also to partner with the community by providing activities, screenings and resources to help you live your healthiest life.”



The festival, previously held in August, will now take place Friday, June 7, from 4-8 p.m., and Saturday, June 8, noon-8 p.m. on the north side of the hospital campus near Routes 22 and 378. The two-day event will continue to offer free admission and is open to all members of the community. Proceeds raised at the festival will also continue to support projects, programs and services that help save, change and improve the lives of patients at LVH–Muhlenberg.

Attend and you will continue to enjoy time-honored traditions like craft tents, food trucks, activities for kids and live music.

## Music schedule

The Large Flowerheads, Friday, 5:30-7:30 p.m.

Major Kit and the Bionic Defection, Saturday, 1-4 p.m.

GirlCrue, Saturday, 5-8 p.m.

New to the festival will be a wide variety of health screenings, education, activities and other LVHN resources. All ages can enjoy multiple mobile emergency and health screening units including LVHN's Miles of Smiles Dental Van, LVHN/Cetronia Mobile Stroke Unit and Lehigh Valley Cancer Institute's Mobile Mammography Coach.

The festival will also include tethered hot air balloon rides for the first time, available to all ages who meet the 4-foot height requirement.

Visit [LVHN.org/wellnessfest](https://www.lvhn.org/wellnessfest) for updates as additional activities are finalized.

If you represent an LVHN department, service line or resource that is interested in staffing a table at LVHN Wellness Fest, contact Sandra Marsh in the LVHN Office of Philanthropy at 484-884-9119 or [Sandra.Marsh@lvhn.org](mailto:Sandra.Marsh@lvhn.org).

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# Help for a Colleague and Her Injured Pup

BY [PAULA RASICH](#) · APRIL 9, 2019

One of the things that helped Samantha Slifko get through the despair of being left homeless was the kindness of friends and colleagues who lent her family a helping hand.

Slifko is a social worker in the psychiatry unit at LVH–Schuylkill. Last July, a fire broke out in a building next door to her house in Port Carbon, Pa. As the blaze spread, Slifko's roof caught fire burning the third floor. She and her husband, Jed, and their toddler, Lillian, were not home at the time. But their beloved dogs, Tank and Bella, were inside when heavy smoke engulfed the house.

"My husband got a call at work and went right home to get Tank," Slifko says. "We pretty much left that house with three baskets of clothes, one for each one of us. Everything was water damaged, and eventually started to be covered in mold."



## Finding a silver lining

The support Slifko received in the midst of this upheaval was invaluable. Close friends offered the family a house to stay in while they searched for a new home. After the fire, the dogs were taken to Berks Animal Emergency Center, where they received treatment for blisters, smoke inhalation and anxiety.

"My supervisor pulled me aside and told me about the Colleague Relief Fund," Slifko says, "which is something I didn't even know about."

[LVHN's Colleague Relief Fund](#) was created to provide financial assistance to colleagues experiencing hardship due to a natural disaster or catastrophic event. Slifko used the funds to help pay the huge vet bill.

"Once it was paid off, it was one less thing we had to worry about," Slifko says. "It was just really great



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that people had reached out to us, and that we weren't alone at such a difficult time."

Today, the family of five reside in a new home in Pottsville. "We are doing a million times better," says Slifko.

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# Lehigh Valley Heart Institute Adds Top Practice in Easton-Phillipsburg Area

BY [TED WILLIAMS](#) · APRIL 11, 2019

LVPG Cardiology, a part of Lehigh Valley Heart Institute, is proud to announce the addition of one of the Easton and Phillipsburg area's leading cardiology practices, Easton Cardiovascular Associates. The practice now becomes LVPG Cardiology–Easton-Phillipsburg.

The practice has been providing high-quality cardiology services to the Easton and Phillipsburg communities for 45 years. Practice physicians have expertise in interventional cardiology, cardiovascular disease, clinical cardiac electrophysiology, and nuclear cardiology.

Joining LVPG Cardiology means the practice is now part of Lehigh Valley

Heart Institute, providing patients access to the highest level of specialty heart care. People managing complex heart conditions will benefit from access to new clinical trials, the latest technology and treatments, and the region's largest heart program for women.

LVPG Cardiology Easton-Phillipsburg physician staff includes:

- Gary Costacurta, MD
- Farhad Elmi, MD
- Koroush Khalighi, MD
- Chandulal Patel, MD
- Rajeev Rohatgi, MD
- Joseph Schiavone, MD



# Lynn's Turn: "I Can Be Myself Around Here"

BY LYNN TURNER · APRIL 10, 2019

Can you recall a time when you felt like an outsider at work? Perhaps you were new to a unit or project team and other members had worked together for a long time. They may have used terms and referenced past events that you did not know. Perhaps you felt excluded because of an aspect of your identity – you may have been the only woman or millennial or member of the LGBTQ community in the group.

Everyone has had that feeling over the course of his or her career. When we feel that way, our interest, engagement and productivity are not at their best. Alternatively, as leaders and colleagues, we may unconsciously say or do things that can cause others to feel like outsiders.



We all play a part in helping others feel included and valued at work. Small actions, such as starting a conversation with a new colleague and listening to their perspectives, can produce significant results for building inclusive teams. Our health network's success in innovation and problem solving depends on assembling diverse teams and including multiple perspectives in work groups and projects.

The speaker at our April Leader to Leader Meeting, Dr. Robbin Chapman, associate dean of diversity, inclusion, and belonging at Harvard Kennedy School, will provide additional insights to overcome our personal biases and foster engagement with colleagues. Leaders, please invite a colleague to attend the session and share your learnings and insights with your direct reports. Continuing medical and nursing education credits will be available for colleagues in these professions. Everyone will also be able to tune into a recording of the session on LVHN Daily following the event.

This presentation coincides with launch of the 2019 Colleague Engagement Survey. The information Dr. Chapman will share will be useful as you review your team's data and work together on improvement plans. Please continue to encourage colleagues to complete the survey and invite feedback for implementation plans to improve everyone's sense of belonging at work.

Thanks for all that you do to foster inclusion and belonging at LVHN!



A handwritten signature in black ink that reads "Lynn Turner".

**About me:** My name is Lynn Turner, Senior Vice President and Chief Human Resources Officer. In this blog, I will write about the issues important to you, share information about our policies and how LVHN works to support you. In return, I hope you will feel comfortable asking questions and sharing your concerns.

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# Gear Up at the April 17 Physician Billing and Patient Services Representative User Group Meeting

BY [MARCIANN ALBERT](#) · APRIL 11, 2019

Calling all patient services representatives, cross-trained medical assistant, office coordinator or revenue cycle support staff. Got 'panache' and want to improve your practice performance? Feel like you're hitting a wall and need to boost momentum? Well, don't miss the opportunity to "gear up" on new knowledge, share practice experiences and improve your skill set by attending the Physician Billing (PB) and Patient Services Representative (PSR) User Group meeting. Come be part of LVPG's "peleton power" and participate.

Be sure to register and attend the Physician Billing and Patient Services Representative User Group meeting on Wednesday, April 17, from 2-4 p.m. This month's agenda topics include Epic Upgrades, Point of Service Collections and ZocDoc.



This meeting will be held live at LVHN-Mack Boulevard auditorium and simulcast to locations across the health network. Here are details.

LVH–Mack auditorium (live location)

LVH–Muhlenberg ECC room A

LVH–Hazleton Annex Boardroom

LVH–Pocono Serenity Conference Room, second floor, Hughes Cancer Center

LVH–Schuylkill E. Norwegian Street, conference room C, second floor

To register, click below for:

- [Self-registration directions](#)
- [Directions for managers to register one or more colleagues](#)

Please note that all sites will register as attending at LVH–Cedar Crest. This meeting will also be

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recorded.

Questions regarding the PB and PSR User Groups can be directed to [Lynne\\_A.Reph@lvhn.org](mailto:Lynne_A.Reph@lvhn.org).

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# Take Two Trips: Disney and New York City

BY [RICK MARTUSCELLI](#) · APRIL 10, 2019

Here are details about two trips the LVHN Recreation Committee is sponsoring.

## Spring Time in New York City, June 15

Spend the day shopping, see a show, take a double-decker bus tour around the city, enjoy a Circle Line boat trip around the island or just sit in the park and people watch. The cost is \$35 per person. [Visit the Recreation Department intranet site](#) to learn more and book your seat on the bus.

## Magical



## Vacation to Walt Disney World, Dec. 2-6, 2019

Your trip includes round trip airfare between Newark and Orlando, Magical Express transfers to and from the airport in Orlando, four nights hotel accommodations at Disney's Pop Century Resort, five-day Disney Park Hopper Pass, Disney's Quick Service Dining Plan and more. [Visit the Recreation Department intranet site](#) for pricing and booking details.

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# Emergency Physician Honored With Distinguished Scholar Award

BY [BRIAN DOWNS](#) · APRIL 11, 2019

Marna Rayl Greenberg, DO, MPH, has been named the recipient of the Theodore and Venette Askounes-Ashford Distinguished Scholar Award by the Honors and Awards Council at the University of South Florida (USF) in Tampa, Fla.

Greenberg is a colleague in the Department of Emergency and Hospital Medicine and a Professor at the Morsani College of Medicine, USF Health. She was recognized for her contributions as an educator, researcher and author in her chosen field of emergency medicine.

Greenberg is believed to be the first clinician to receive the Askounes-Ashford Distinguished Scholar Award and is the first faculty member from LVHN to be honored. “I was very, very surprised because of the capable, seasoned people who have dedicated their entire careers to research,” Greenberg says. “It’s humbling.”

Greenberg has a regional, national and international reputation as a preeminent physician scholar, and has an extensive list of awards, invited lectures and publications including 46 articles within the past five years, many of which had students and residents as co-authors. She has received grants for impactful research projects including Gender Specific Research in Emergency Medicine. As an example, she has published in the Academic Emergency Medicine journal an article entitled “Applying the Sex/Gender Lens to Emergency Care from Bench to Bedside.” Another in the Annals of Emergency Medicine is entitled “Advancing Emergency Care by Incorporating Sex and Gender: It Benefits Women, It Benefits Men.”

Greenberg recently was offered and accepted the position of SELECT (Scholarly Excellence, Leadership Experiences, Collaborative Training) Year Four course Director (2019) at USF’s Lehigh Valley campus.



*Marna Greenberg, DO*

Additionally, Greenberg has led evidence based applied research that directly benefits literally hundreds of thousands of emergency patients at LVHN ER's and beyond. Examples include development of the management of acute pulmonary embolism department guidelines to allow for outpatient management; development of the management of the acute coronary syndrome guidelines that resolved gender differences in emergency medicine management of this entity; development of an educational program that promoted Emergency Medicine physician intervention in patients with tobacco and alcohol use and abuse.

USF will official recognize Greenberg at a reception in November.

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