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It makes a strong emotional connection with families.

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We scored higher in nearly every category.

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Submit a selfie and look for it at the meeting.

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LVHN news

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Mammogram and Go

Melanoma Rates by Age

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LVHN's New Tagline Is... – VIDEO

BY [RICK MARTUSCELLI](#) · MAY 16, 2019

It's been 10 years since LVHN introduced "A Passion for Better Medicine." Our passion for providing world-class care will never change. It's who we are as LVHN colleagues and health care providers. Now, we're ready to take the next step in the evolution of the LVHN brand. It's a step that will help us better express to our community who we are and what we provide at LVHN.

To truly touch people's hearts and minds, we reinvented our main message – our tagline – so that it focuses on our patients and consumers, not us. And as our industry moves toward value-based care and we strengthen our position as the region's population health leader, our message emphasizes "health" over "medicine."

In all the communities we serve, we will establish that LVHN is your family's health advocate and make a strong emotional connection between our brand and families. Our message is this: "Throughout life, in different aspects of life, people have partners. Shouldn't you have a partner for the most important aspect of life – your health?" Thus, LVHN's new tagline is:

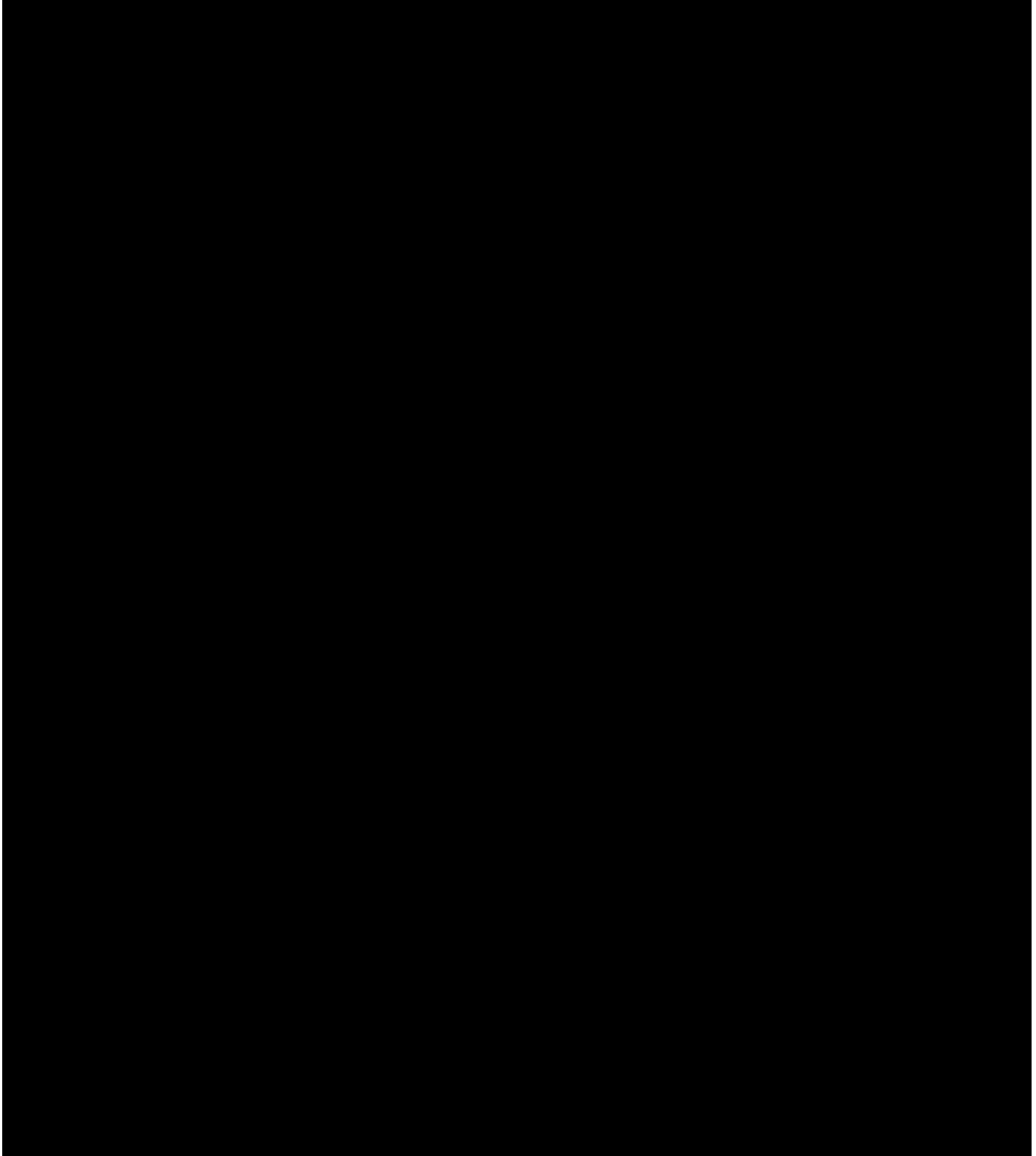


Fresh approach to health care advertising

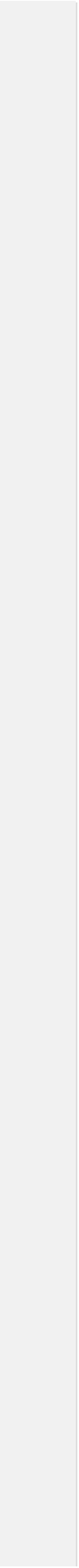
Our new TV commercials, billboards and ads will stand out. They advertise health care in a whole new

way, and you'll begin seeing them this weekend. Here's a sneak peek.

TV commercials



Billboards





Life is full of partners. Your health deserves one, too. With eight hospital campuses, 26 health centers and more than 160 practices, we're here for you and your family at every stage of life. Learn more at LVHN.org.

 **Lehigh Valley
Health Network**
Your health deserves a partner.

Bring our brand to life

You are LVHN. You make people feel what LVHN is all about during every interaction with patients, families and colleagues. You make strong connections with people when you do the things a good partner does. They're things you have been doing and continue to do every day. You always listen. You always make sure a patient's needs are met. You always treat others with PRIDE. You always get answers when questions are asked. The list goes on and on. You can help make LVHN even stronger by continuing to bring partnerships to life every day.

Share your thoughts

Tell us what you think about our new brand, tagline and marketing campaign by posting a comment on this post below.

What's next?

The partnership we're making with our community and with each other is cause for celebration. So, this summer we will do just that. We're throwing Pop-up Parties at locations throughout our health network. They'll be refreshments, cool giveaways, music, videos, partner storytelling and more. Be on the lookout for the Pop-up Party schedule and make plans to attend.

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Here Are the Colleague Engagement Survey Results

BY [RICK MARTUSCELLI](#) · MAY 16, 2019

In April, all colleagues had the opportunity to take the 2019 Colleague Engagement Survey. It was your chance to express what's on your mind about working at LVHN.

The results are in. Now, LVHN will listen to your input and once again turn your survey answers into action. Here's a look at our health network's overall results and your role in making LVHN an even better place to work and grow.

Participation

11,402 colleagues (66.4 percent of colleagues)

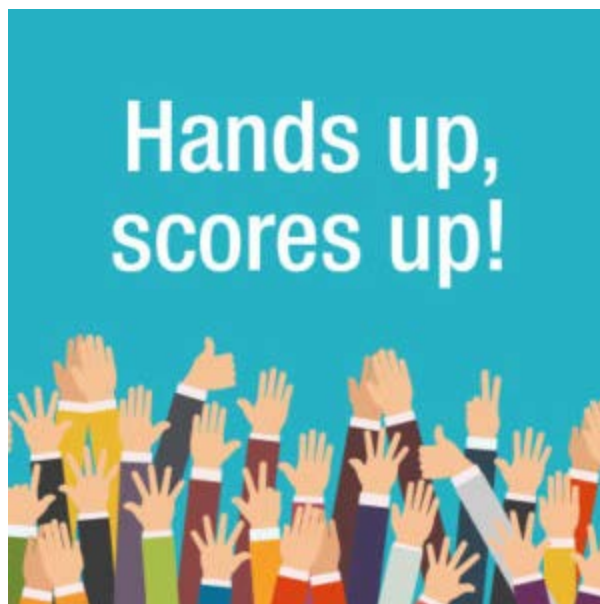
Strategic Management Decisions (SMD), the independent firm that administers the survey, says participation was consistent with that of 2018 even though our 2019 survey was open for a shorter period of time.

Key takeaway

We scored higher in 20 of the 23 categories the survey measures to determine colleague engagement. That means your feedback and the actions LVHN is taking are making our health network even stronger.

Our strengths

There are themes throughout the survey which reinforce our strengths as a health network. We enjoy the work that we do, understand our job expectations and are willing to put in a great deal of effort to help LVHN succeed. This is clearly demonstrated by our commitment to delivering quality care to our patients and their families. We also believe colleagues from different backgrounds are respected and have a sense of belonging.



Our opportunities

There are always opportunities for improvement at both the department and network level. That is why the action planning process, which includes your feedback and participation, is so vital to promoting an outstanding colleague experience.

We heard some themes. We feel colleagues should have “extreme ownership” for their responsibilities and be held accountable for their performance. Not unlike colleagues in other large organizations, we feel our pay could be better, and we could use more tools and resources to get the job done

Better Colleague Experience network goal

For the first time this fiscal year, we set a goal to create a better colleague experience for you as part of our focus on the Quadruple Aim. To measure our success, we set a goal to score higher in the three survey items most closely linked to colleague engagement. We made great progress and increased our scores for these three survey items:

- I would recommend this organization as a great place to work.
- This organization inspires me to perform my best.
- I would feel comfortable referring family and friends to receive care at this organization.

Keeping colleagues safe

After colleagues expressed concerns during Town Hall and Colleague Ambassador meetings about colleague safety and workplace violence, LVHN formed a Workplace Violence Prevention Committee. Questions about workplace violence were also included in the survey. The results tell us how colleagues feel about workplace violence at each site within our health network. As the committee works to make LVHN even safer in the months ahead, we’ll measure our success by comparing the results of the 2019 survey with the results of next year’s survey.

Next steps

Senior leaders will review network-wide results and identify opportunities for improvement. Based on your survey answers, they’ll explore immediate and long-range tactics to make LVHN an even better place to work and grow.

Your manager will share your department-specific results with you and your team. Your manager also will attend SMD information sessions and receive tools to develop action plans to make your department a great place to work. Action plans must be submitted by Sept. 9.

Your role

Help your manager analyze your department results. As a team, talk about what the results mean and ensure they paint a true picture of your department. Offer to help your manager create an action plan and encourage others to do the same. Share ideas about ways to make the colleague experience even

better. Together, we will take action to make LVHN the employer of choice and best place to work and grow in the region.

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'A' Grades for Four LVHN Hospitals... Again

BY [BRIAN DOWNS](#) · MAY 15, 2019

LVH-Cedar Crest, LVH-Muhlenberg, LVH-Hazleton and LVH-Pocono each received an 'A' grade on the [Hospital Safety Grade](#) report from The Leapfrog Group for spring 2019. The ratings, released today, reflect how well hospitals protect patients from accidents, errors, injuries and infections. The safety score is designed to give the public information that is useful for choosing a hospital for care.

Our hospitals are among 832 in the country awarded an 'A' grade, about one in every three that received a grade, for efforts in protecting patients from harm and meeting the highest safety standards in the U.S.

"Safety is important to all of us no matter where we go or what we do," says Brian Nester, DO, MBA, FACOEP, LVHN President and Chief Executive Officer. "Certainly when we go to the hospital, we expect the highest quality care delivered in a safe environment. These 'A' grades for this important measure of quality are a reflection of the exceptional and skilled people—physicians, nurses and many, many others—who provide that care at Lehigh Valley Health Network every single day."

"To be recognized nationally as an 'A' hospital is an accomplishment the whole community should take pride in," said Leah Binder, president and CEO of The Leapfrog Group. "Hospitals that earn an 'A' grade are making it a priority to protect patients from preventable medical harm and error."

Developed under the guidance of a [national expert panel](#), the Leapfrog Hospital Safety Grade uses 28 measures of publicly available hospital safety data to assign grades to more than 2,600 U.S. acute-care hospitals twice per year. The Hospital Safety Grade's methodology is peer-reviewed and fully transparent, and the results are free to the public.



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Meet This Week's 2019 Friends of Nursing Award Recipients Make Compassionate Connections

BY [LORI GRISCHOTT](#) · MAY 16, 2019

Jennifer Brown demonstrates a passion and energy that is rare and exceptional. It earned her the Ann Marie Nasso Award for Excellence in Emergency Medicine. Colleagues say that when things become challenging, Brown seems to be at her best and makes everyone around her better. In her eyes, there's more to a patient than a diagnosis. She pulls up a chair and sits beside them. She demonstrates the ability to connect with people in a way that is genuine, personal and authentic. Outside the ED, Brown gives her gifts by traveling on a mission trip to Haiti, assisting with the LVHN flu campaign, and partnering with the American Red Cross. Brown says, "Nursing is not a job, it's a way of life." This award is donated and being presented by Lisa Cross, RN and Jennifer Sisler.



Denise Wright, has been with LVHN for 25 years, and she is the recipient of The Auxiliary of Lehigh Valley Hospital-Muhlenberg Administrative Partner Award. Her colleagues relay that Wright is one of the most caring and compassionate people they have ever met. She embraces the Persian proverb, "As long as you are standing, give a hand to those who have fallen." It is not uncommon to find Wright ensuring families have information regarding bus routes or collaborating with case managers to obtain bus passes or cab vouchers so that families have the means to visit their loved ones. Wright says she is the "second set of eyes and ears for my nurses and team." How lucky we are to have her warm spirit and gentle vigilance be a beacon of compassion for our patients.



The next awards for excellence as a technical partner

are generously donated by the Auxiliary of Lehigh Valley Hospital. The nominator of our next award recipient says, "There are people who do their job well, and then there are people who do their job well and love what they do." **Carmen Lopez**, recipient of the Auxiliary of Lehigh Valley Hospital Technical Partner Awards, personifies this statement. In the ICU at LVH-



Muhlenberg, Lopez's ability to calm, reassure and comfort patients and families is renowned. You'll often find her sitting with a confused or anxious patient, holding their hand or caressing their head to soothe them. She even sings to patients. To reassure a scared woman during her first hospital admission, Lopez searched YouTube for a song in Arabic that was sung to the patient as a child. Lopez's unit has its own Service Star Award. She received multiple nominations and was the recipient twice. The wife of a patient nominated Lopez for the award saying, "Carmen deserves to be recognized for her outstanding care of my husband. Her bedside manner is unique. When she enters the room, her words are encouraging and uplifting. This was a humbling experience for my husband, who is proud and modest. Carmen made him feel valued and important. She is a blessing to those she cares for." Lopez learned that acts of kindness create a chain reaction of compassion. On cold winter days, she brings soup to colleagues so they know she cares for and values them. She always goes the extra mile.

One word resonates throughout the nomination of **Winsome Davis Semancik**, the second recipient of the Auxiliary of Lehigh Valley Hospital Technical Partner Award. The word: Passion. Her patients are comforted by her competence and ability to make connections. Her work ethic is unmatched. She is a fierce patient safety advocate, and is often seen locating fall prevention tools before a patient's arrival on the unit. When winter weather is impending, she arrives at work hours early before the storm begins with her bag packed. For the past 20 years, knowing she is helping others in their most vulnerable state and advocating for patients to be seen and heard, drives her to passionately deliver the best care every day.



The Award for Excellence as a Nurse Preceptor is the first of two awards donated by Mr. Edward and Mrs. Anne Davis, RN. 5T clinical nurse **Danielle France** is a natural teacher. She thought she would become a

teacher. Following this health crisis of a loved one, however, France realized she was meant to be a nurse. Her role as a nurse preceptor has allowed her to teach and practice nursing. She says, “I get to experience the best of both worlds.” According to 5T Patient Care Specialist Tiffany Achenbach, it’s essential that the preceptor role is filled by someone who enhances the learning experience and promotes the success of the preceptee. France embodies these characteristics.

Nursing students intentionally partner themselves in

France’s patient assignment because she maintains open communication and includes them as integral members of the team. She actively seeks to engage with the new RNs she precepts. She looks for ways to connect nurses outside of work, such as by hosting painting parties or a game night in her home. She relishes the chance to share new learnings, often pulling preceptees aside to ask, “Do you want to see something cool?” France embraces the newest members of our LVHN family.



Julia Hoff, recipient of the Edward and Anne Davis Award for Excellence in Perioperative Nursing, has made an impact since she arrived in 2013 as a member of the first cohort in our nationally accredited Nurse Residency Program. Her evidenced-based nurse residency project, which implemented an in-line filter with IV amiodarone, spurred practice change. She didn’t stop there. Hoff describes her many accomplishments at LVHN as “opportunities” gifted by the health network that have shaped her stellar career. Colleagues say she is the epitome of professionalism, skill and heart. Hoff is described as an innovator and leader on the orthopedic operating room team, and colleagues often seek her out when care is needed for their own family members.



One of the best compliments **Janet McKinnon** received was the surprise a nurse showed when he learned she was a social worker. His response. *“What do you mean?! You’re not a nurse?! Because you talk like a nurse.”* McKinnon, the recipient of the Award for Excellence as a Case Manager, is described as a pleasant, positive, intelligent and valuable member of

the medical-surgical ICU team. Her colleagues, who often face care coordination concerns throughout their shifts, never worry because McKinnon is ever-focused on patients' wishes, needs, concerns and safety. This award is donated by Mr. Michael J. Schiffer and family in memory of Mr. and Mrs. Calvin Schiffer.



Buildings to Be Lit Up in LVHN Colors

BY [RICK MARTUSCELLI](#) · MAY 16, 2019

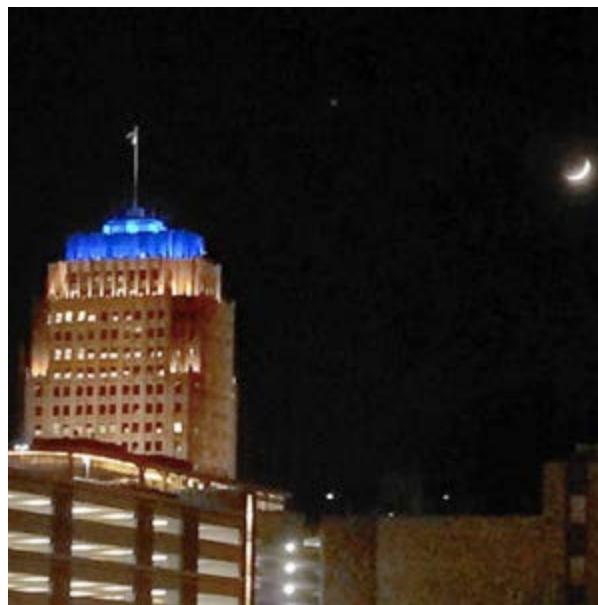
May 22 is the 120th anniversary of LVHN. That's when our first hospital, now LVH–17th Street, opened its doors and began healing, comforting and caring for the people of our community.

This anniversary – coupled with the recent [announcement of our reinvented brand and tagline](#) – is the perfect time to shine a light on our renewed partnership with our community and everything that makes LVHN exceptional.

In recognition of our anniversary, two downtown Allentown building will be lit up in LVHN blue and green. Here are the details:

- PPL building, May 22-24
- Three City Center, May 19-26

Watch as our colors light up the downtown Allentown night sky. Plus, make sure to tell your family, friends and neighbors that those colorful buildings commemorate our commitment to community and our partnership with those we serve.



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Service Star of the Month – May 2019

BY [PAULA RASICH](#) · MAY 16, 2019

Scott Brandt, Paramedic, and Patricia Copp, EMT, West End Community Ambulance, LVH–Pocono

During a massive winter storm, a 911 call dispatched West End Community Ambulance Paramedic Scott Brandt and Emergency Medical Technician Patricia Copp to pick up a pregnant woman in labor. Arriving on the scene, the crew got the patient onto a stretcher and headed for LVH–Pocono.

The storm had dumped a foot of snow on roadways across the region, and the only route available, Interstate 380 to Interstate 80, was engulfed in gridlock. En route to the hospital, the ambulance got blocked in by stranded motorists. The

patient was worried about being trapped in the ambulance and giving birth on the way to the hospital. Together, Brandt and Copp kept the mother-to-be calm, warm and comfortable while they worked with the emergency department team via radio to delay the delivery. To make their way through the traffic jam faster, Brandt got out of the ambulance every 30 feet to help stranded drivers move their cars out of the way, clearing a path through the gridlocked highway. Brandt assisted in moving more than 10 vehicles in zero visibility and gusting winds. On a clear day, the trip takes around 40 minutes. On this day, the drive to LVH–Pocono lasted five hours. A couple of hours after the ambulance arrived at the hospital, the patient delivered a healthy baby boy.



Next Steps

Nominate a Service Star.

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

Beth Budick, Case Manager, LVH–Cedar Crest

An out-of-state patient arrived at our Burn Recovery Center without family or any support. After treatment for third-degree burns, the patient needed to go to a facility in his home state of New York. Wearing many hats, Budick overcame multiple obstacles to get this older patient the care he needed so that he could fully recover and thrive after the injury. Plus, she got his laundry done so he could travel home feeling good, and kept a sense of humor all the while.

Gabrielle Skwait, Centralized Transport, LVH–Schuylkill

One afternoon, Skwait was having a conversation with a nurse when she noticed that her colleague's speech was slurred. Realizing something was terribly wrong, Skwait immediately took her to the emergency department (ED) where she was treated for a stroke. By acting fast, Skwait helped her colleague get the powerful clot-dissolving drug she needed to prevent permanent disability.

Lisa Mackey, Patient Access Support, Lea Carpenter, Human Resources, Daniel Herrera, Emergency Department, LVHN–Mack Boulevard

During a leadership meeting, Carpenter learned that her colleague was in severe pain, so she immediately accompanied her to the ED. It was determined that the colleague needed surgery. Herrera, a physician assistant in the ED, checked on her frequently to provide updates and comfort her. Mackey drove to the colleague's house to pick up her daughter so that she could be by her mother's side. This team put their colleague at the center of their attention showing kindness and compassion.

Dale Ambosie, Physical Therapist, Health & Wellness Center at Hazelton

Ambosie acted as a first responder to patients/gym members suffering physical and cardiovascular emergencies. With his calm, confident presence, Ambrosie was the first person to provide care to these patients until emergency medical services arrived on the scene. He handled these urgent incidents professionally, maintaining each patient's privacy while respecting their individual needs and beliefs.

Adriann Esteves, Alexis Alexander, Amy Maurer, Charles Incalcaterra, DMD, Elizabeth Blaisse, G. Shambo, Jamie Gabryluk, Janet Keglovitz, Jordan Barber, Melanie Dee, Miriam Morales, Patricia Atno, Sayonara Lopez, Tracy A. Young, Dental Clinic, LVH–17th Street

The dental clinic team goes above and beyond to meet and exceed the needs of their patients. Primarily treating our underserved community, this team provides after-hours oral cancer screenings, special days for patients with disabilities, and life-long education opportunities for staff. Described by patients as "dedicated, passionate, caring, professional, friendly, and absolutely wonderful," this group is making a true difference in our community, one smile at a time.

Paula Edmondson, Virginia Kmetz, RN, Karen Ball, RN, Angela Manning, Stephanie Smagler, Inpatient Rehabilitation Center–Pocono

Because of their calm, alert and purposeful actions, Edmondson, Kmetz, Ball, Manning and Smagler

helped a homeless, suicidal man get the help he needed. After listening to the young man's story, they took him to the ED and called his family.

Kevin Knox, CT Scan department, LVH–Muhlenberg

Knox does whatever it takes to assist and encourage patients and colleagues alike. His standard operating procedure is to treat everyone he encounters with the utmost respect and courtesy. During the course of the day, Knox answers questions, escorts patients, and “gives, gives, gives in a way that most people don't expect.” His positive attitude spreads happiness wherever he goes.

Melanie Nunez, LPN, LVPG Family Medicine–Tobyhanna, LVH–Pocono

When cancer was suspected in a patient, Nunez made sure the patient got timely appointments with appropriate specialists for diagnostic testing. Professional and caring, Nunez is a great asset to both patients and colleagues. She advocates for the patient while being a true team player.

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Send Smiling Selfies and attend May 29 Physician Billing and Patient Services Representative User Meeting

BY [MARCIAANN ALBERT](#) · MAY 16, 2019

Don't just 'grin and bear it.' Obtain new knowledge, share practice experiences and improve your skill set by attending the Physician Billing (PB) and Patient Services Representative (PSR) User Group meeting on Wednesday, May 29, from 8-10 a.m.

Give it a 'click' and email a smiling selfie or team photo to Daniel.Ascanio@lvhn.org. Pictures received by Wednesday, May 22, will be added to a photo slideshow that will be shown during the PB and PSR User Group Meeting.

If you are a patient services representative, cross-trained medical assistant, office coordinator or revenue cycle support staff, this meeting is for you.



This meeting will be held live at the LVH–Cedar Crest auditorium and simulcast to locations across the health network. Here are details:

- LVH–Cedar Crest (live location)
- LVH–Muhlenberg ECC room B
- LVH–Hazleton Annex Board Room
- LVH–Pocono Serenity Conference Room, second floor, Hughes Cancer Center
- LVH–Schuylkill E. Norwegian Street, conference room C, second floor
- Health Center at Palmer Township

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 recorded. Questions regarding the PB and PSR User Groups can be directed to Lynne_A.Reph@lvhn.org.

Last, but certainly not least, the PSR MVP Award Winner for April was Heather Siegmund, LVPG Pediatrics–Laurys Station.

Siegmund was nominated by Practice Manager Donna Miller for going above and beyond to assist a patient who needed to find a pediatrician that accepted a certain type of insurance. “Heather took the time to explain to the mom the various insurances our office participates with and how to contact her caseworker to switch to a different plan,” Miller says. “She explained how it usually takes place on the 15th or 30th of the month and several other important details.”



The mom thanked Seigmund and cried with joy. The mother noted Siegmund was the only person who helped her and took the time to explain how to change her insurance or find a PCP that accepts her insurance. Siegmund was thanked again by another parent for her ability to explain the 30-day Medicaid coverage process for her baby and assist her with navigating requirements within the health care system.

Join in thanking Heather Siegmund for her patient-centered and superstar care.

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Group Discount Tickets to RailRiders Available

BY [JANE DANISH](#) · MAY 10, 2019

The LVHN Recreation Committee is pleased to offer group discount tickets to three Wilkes-Barre/Scranton RailRiders baseball games in 2019. The tickets are for field-level seats at \$11 each (plus service fees). There is no limit on the amount of tickets you can purchase. Enjoy an afternoon or evening with family and friends.

It's easy to order and pay for tickets online. [Click here for tickets.](#)



Dates available:

Sunday, June 2

RailRiders vs. Lehigh Valley IronPigs

1:05 p.m., PNC Field, Moosic

Saturday, July 20

RailRiders vs. Louisville Bats

6:35 p.m., PNC Field, Moosic

Friday, Aug. 2

RailRiders vs. Lehigh Valley IronPigs

7:05 p.m. PNC Field, Moosic

Questions? Contact Jane.Danish@lvhn.org or call 570-501-6205.

Looking for other events, trips, discounts? Check out the LVHN Recreation Committee intranet page. Go to the [LVHN intranet](#) and click on Recreation Committee on the left side under Colleague Resources.

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