

[Week of June 24: Four Pop-up Parties](#)

Celebrate our new brand, get free stuff and more.

[Proud to be a Partner](#)

Our CNO witnessed partnership firsthand at Pocono Raceway.

[Lynn's Turn: Happy Pride Month](#)

Lynn Turner affirms our commitment to the LGBTQ community.

[Anna Fernandez, June's Service Star](#)

She juggled tasks with a pleasant, positive attitude.

[Financial Services Changes Position LVHN for Growth](#)

We'll introduce two Regional CFO positions and more.

[Return to Roots](#)

Steven Lewis, MD, honored for a career that's come full circle.

[Tiffany Epting Receives Nurse Leader Award](#)

She creates an environment for nurses to succeed.

[PB/PSU User Group Meeting June 26](#)

We'll shine the spotlight on safety this month.

[Monroe County Hospice House to Re-Open](#)

Partnership continues end-of-life care in the Poconos.

[Surgical Milestone at LVH-Schuylkill](#)

Dr. Grube performs his 1,000th robotic surgery.

How To Shop
Online Safely

[Learn More](#)



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with a Huge
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Center for Veteran and Military
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Attend a Pop-up Party, Celebrate LVHN's Reinvented Brand and Our Partnerships, and Get Free Stuff

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

Parties will be popping up around the health network, and you're invited to attend. We're hosting Pop-up Parties all summer long to celebrate [LVHN's reinvented brand and new tagline \(Your health deserves a partner.\)](#), and our partnerships with colleagues, patients and families. So bring your LVHN friends and partners, and let's party!

What's a Pop-up Party?

We're throwing Pop-up Parties at locations throughout our health network. Pop-up Parties allow colleagues to come together, celebrate the partnership we have with our community and one another, provide feedback about how we can bring our new brand to life, and have some well-deserved fun.

What will happen at a Pop-up Party?

You'll have a blast, and you won't leave empty-handed. Here's what to expect:

- **Free LVHN branded giveaways.** You won't just get one thing. You'll get lots of free stuff.
- **Idea sharing.** You'll be asked to complete this statement: A partner always... We'll use the feedback we get from colleagues across LVHN to pinpoint the values and behaviors of a great partner, so we can be just that to patients and families.
- **Storytelling.** Watch a new video featuring colleagues who partner to get the job done. Have your own partner story to tell? Share it on camera at the party.
- **Helpful information.** Learn about LVHN benefits and wellness opportunities you may not know about.
- **Become a Colleague Ambassador.** Learn about and join this group of more than 1,500 colleagues



who are moving LVHN forward and making our health network stronger every day.

- **Leader meet-and-greet.** Senior leaders will be there to thank you for being a trusted partner for the people of our community.

When and where will parties be held?

We will have parties at locations across our health network all summer long. Initially, parties will be held at our largest locations where the majority of colleagues work. Later this summer, we'll have parties at our medium-sized facilities and then our smallest locations, such as our physician practices. At the request of colleagues, we're working to ensure all colleagues have the chance to participate and celebrate!

Here's the initial Pop-up Party schedule. As more parties are scheduled, we'll post the dates and locations on LVHN Daily. So, check back regularly.

June 19

LVH–Muhlenberg ECC rooms B and C

10 a.m.-1 p.m., 5 p.m.-8 p.m.

June 24

LVH–Cedar Crest ECC rooms 6, 7 and 8

10 a.m.-1 p.m., 5-8 p.m.

June 26

LVH–Schuylkill E. Norwegian Street, Wall Auditorium

7-9 a.m., 11 a.m.-1 p.m., 2:30-4:30 p.m.

June 27

LVH–Pocono, Stroud Room

7:30-8:30 a.m., 11:30 a.m.-1 p.m., 6:30-8 p.m.

June 28

Health Center at West End conference room

11:30 a.m.-1 p.m.

July 1

LVHN–Mack Boulevard auditorium

10 a.m.-1 p.m.

July 2

LVHN–One City Center, Air Products Center for Connected Care and Innovation (fifth floor)

10 a.m.-1 p.m.

July 9

LVH-17 Street auditorium

10 a.m.-1 p.m.

July 11

LVH-Hazleton cafeteria

7:30-8:30 a.m., 11 a.m.-1 p.m., 3:30-7 p.m.

July 12

Health & Wellness Center at Hazleton first floor conference room

11 a.m.-1 p.m.

July 16

LVHN-Tilghman conference room

11 a.m.-1 p.m.

July 17

LVH-Schuylkill S. Jackson Street multipurpose room

7-9 a.m., 11 a.m.-1 p.m., 2:30-4:30 p.m.

Spread the word. [Print this flyer](#) and post it in your department so everyone knows about our Pop-up Parties.

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Proud to be a Partner

BY [KIM JORDAN, DNP, RN](#) · JUNE 18, 2019

On Sunday, June 2, I had the pleasure of traveling to the Pocono 400, a Monster Energy NASCAR Cup Series stock car race held annually at Pocono Raceway. LVHN has partnered with Pocono Raceway as its official health care provider for 14 years, providing medical coverage for races and other events.

The team representing LVHN at the race was amazing. With so many folks at the raceway, I don't have the space here to name them all individually. Colleagues from our emergency department, trauma-neuro ICU, and emergency preparedness teams joined many other departments to provide support for this event.



Partners in the community

Leading the effort was Luis Puentes, BSN, Administrator, Emergency Preparedness, who is recognized by many as the “face” of our LVHN team. I toured the NASCAR event with Lou, beaming with pride for what I witnessed. I experienced our new brand in action, watching LVHN colleagues bring partnerships to life.

As I encountered individuals from the Pocono Raceway team, I received unprompted but consistently positive feedback about our LVHN team and the “excellent partnership” they’ve experienced throughout the years.

Partners in patient care

It’s not every day that teams from LVHN partner with the community at such major events, but it is every day that you all partner with our patients in smaller, but no less significant ways! When I round, I notice interactions between nurses and patient care teams, and between nurses and patients. Your thoughtfulness in explaining “what’s next,” or helping a patient and his or her family understand their care are the touchpoints that demonstrate active partnership. When you and colleagues learn of extraordinary circumstances that some patients face, I am awed by your collaboration to help them in any way possible.

You live the word “partnership.” Working together makes us stronger, so we can continue to be the

health care partner our patients deserve. I encourage you to seek out opportunities for partnership in all that you do. And when you see partnership in action, I invite you to comment on this post so we can celebrate together.

Thank you for all that you do to partner with our patients and their families every day. Your commitment to partnership makes me #LVHNProud!

Kim

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

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Lynn's Turn: Happy Pride Month

BY LYNN TURNER · JUNE 17, 2019

LVHN is committed to advancing health equity for individuals in the LGBTQ community and creating an inclusive work environment for all staff. Our health network's LGBTQ Patient and Family Care Experience project team promotes high-quality LGBTQ health care through clinical excellence, community outreach, education, electronic medical record documentation and policy development. Colleagues on the team supported several initiatives this year including a three-part LGBTQ continuing education series (click [here](#) for information on the June 27 event), participation at Allentown's Pride in the Park celebration (see photo), pilot testing of patient sexual orientation and gender identity data collection and documentation within Epic, as well as adoption of gender transition guidelines for colleagues and managers. In these ways, team members demonstrate our PRIDE promise by helping to ensure our service demonstrates respect for everyone's sexual orientation and gender identity. I thank them. If you would like to learn more about this team, contact Dann Braid, Team Lead and Practice Director, LVPG Endocrinology, Helwig Health and Diabetes Center and Bariatric Medicine, or Judith Sabino, LVHN Chief Diversity, Equity and Inclusion Liaison.

Creating a welcoming and respectful environment for colleagues starts with providing the benefits you and your loved ones need to live well. To support all colleagues, LVHN provides benefits to spouses of the same or opposite sex. Gendering affirming treatments and procedures also are part of



the LVHN Health Plan. This year, to support colleagues, the [bereavement policy was updated](#) to include a domestic (unmarried) partner as an immediate family member. Colleagues can take paid time off (PTO) for the death of a domestic partner's immediate or extended family.

Many thanks for all that you do to advance high quality care and respectful acknowledgement of everyone at LVHN. PRIDE is what makes LVHN a great place to work. I'm #LVHNProud to be part of an organization that treats all people the way they want to be treated. Happy Pride Month!



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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Service Star of the Month – June 2019

BY [PAULA RASICH](#) · JUNE 20, 2019

Anna Fernandez, Certified Nursing Assistant, LVH–17th Street

A patient diagnosed with stage 4 lung cancer was receiving inpatient hospice care to control his symptoms of terminal restlessness, anxiety and agitation. The family – which included the patient’s wife, adult sons and daughter – never left their loved one’s side in the days leading to his passing. During that time, they appreciated the care provided by Certified Nursing Assistant Anna Fernandez.

“Annie was an angel to our family,” the patient’s daughter says. “We all meet people who do their job well, but then there’s that one special person who shows us all how it should be done.” To

provide comfort and support, Fernandez

spent time with the patient singing his favorite oldies, even though he was sedated and could barely respond. Fernandez remained pleasant, upbeat and happy around the family the entire time, providing a little levity and guidance in an otherwise sad and distressing situation. She gave the family what they needed most: A sense of relief, knowing their loved one was in good hands. “While watching the person we love pass away, there was nothing we could do but cry,” the patient’s daughter says. “Annie came in and folded his hands on his stomach, rubbed his face and spoke comforting words to him as he was taking his last breaths.” It was what we as a family wanted to do, but were too distraught to carry out in that moment.” This family remembers Fernandez as a true blessing for everything she did and recognizes her for fitting the definition of what it means to be “LVHN Proud.”



Next Steps

Nominate a Service Star.

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

Mayra Elias, Office Coordinator, Burn Outpatient Program, LVH–Cedar Crest

Elias typically goes above and beyond her job title in service to colleagues and patients. Most recently, she investigated ways to get an insurance company to provide additional support to a 10-year-old burn survivor. Multiple barriers made it hard for the parents to get what they needed in an affordable way. But Elias dug up more resources from the insurance provider, enabling the parents to get much-needed care for their child.

Jessica Meier, Social Worker, and Ashley Georgevic, ALS Program Coordinator, LVPG Neurology

A patient diagnosed with ALS was very scared. Meier and Georgevic took it upon themselves to go to LVH–Muhlenberg and talk to the patient’s family about the diagnosis, hospice and LVHN’s ALS clinic. They also organized a birthday party for another patient with ALS who was in the hospital at the same time. Their can-do attitude is evident in all the extra things they do for our patients.

Sandra Gentile, RN, Cancer Center Infusion, LVH–Pocono

After leaving work, Gentile delivered a prescription to a pharmacy for a patient who needed medication for severe pain. As a result, the patient’s caregiver was able to pick the prescription up that evening on their way home from work and deliver the medication to the relieved patient.

Nicole Spess, Care Manager, Population Health, LVHN–One City Center

When Spess contacted a patient to complete a post-discharge phone call, she learned that the patient was having a difficult time understanding discharge instructions. Spess also discovered that the patient had no primary care physician and had been self-purchasing medication and self-prescribing doses. Without hesitation, she got this patient connected to services in our health network. As a result, his medical status improved dramatically.

Bernadetta McLaughlin, Nurse Aide, Adult Psychiatric Unit, LVH–Schuylkill

On a busy day, McLaughlin assisted a patient with bathing and dressing, and contributed to administrative duties, all while performing her job duties on the floor. McLaughlin juggled these tasks throughout the day with a pleasant, positive attitude to the amazement of her colleagues.

Financial Services Changes Position LVHN for Growth

BY [RICK MARTUSCELLI](#) · JUNE 21, 2019

This email is from Thomas Marchozzi, Executive Vice President and Chief Financial Officer.

Today's health care environment is fast-paced and ever-changing. Success is dependent upon an organization's ability to identify opportunities for growth, act swiftly and execute a strategic plan. To give Lehigh Valley Health Network (LVHN) the agility we need to succeed and grow in all the communities we serve, the following changes will be made within our financial services division effective July 1.

Addition of Regional Chief Financial Officers

LVHN will introduce two new Regional Chief Financial Officer positions. These colleagues will work closely with the presidents of our hospitals and LVPG. They will focus on growth opportunities, conduct detailed financial analysis associated with these opportunities, and work to bring strategic plans to fruition. One Regional CFO will focus on opportunities in the Lehigh Valley. The second Regional CFO will focus on opportunities in the Hazleton, Schuylkill and Pocono regions, as well as other areas our health network serves north of the Lehigh Valley.

Leigh Ehrlich will serve as our Regional CFO in the Lehigh Valley. Leigh has been with LVHN since 2015 as our Vice President of Budget and Financial Planning. She is a proven leader in operating and capital budgeting, long-range financial planning, driving improved operational performance, and financial management and analysis. Her experience and familiarity with our region and health network make her perfect for this role.

Kevin Smith will join LVHN as our Regional CFO in the Hazleton, Schuylkill and Pocono regions. Kevin comes to our health network from Universal Health Services (UHS) – a global hospital management company with more than 350 acute care hospitals, behavioral health facilities and ambulatory centers – where he was Chief Financial Officer for physician operations and a Regional Finance Director of the Acute Care Division. Kevin has extensive health care optimization experience and a strong track record for leading turnarounds and increasing earnings year over year.

New VP of Budget and Financial Planning



Gerald “Butch” Hertkorn Jr. will replace Leigh as our Vice President of Budget and Financial Planning. Butch joins us from UHS where he was Divisional Director of Acute Care. With more than 25 years of financial experience in health care systems, Butch has the experience to get the job done. At LVHN, he will facilitate our capital budget, review business plans for all major projects, and work closely with our presidents to conduct financial reviews and monitor performance against budget. In addition, the Financial Analysis department, which is led by Director David Freedman and greatly supports the work conducted by the Budget and Financial Planning team, will transition to fall under Butch’s leadership.

HIM Restructuring

To better align and enhance the overall operations of the revenue cycle at LVHN, the Health Information Management (HIM) department will transition to fall under the leadership of Stephen Molitoris, Vice President of Reimbursement and Revenue. Oversight of HIM was previously provided by Eric Mueller, Vice President of Medical Operation.

Please join me in congratulating current colleagues on their new roles and welcoming new colleagues as they join the LVHN team. With the skill, experience and acumen these financial experts bring to our team, LVHN is positioned well for future growth and success in all the communities we serve.

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Return to Roots

BY [RICHARD LALIBERTE](#) · JUNE 20, 2019

In some ways, Steven Lewis, MD, had come full circle as he stepped to the podium at the 2019 American Academy of Neurology (AAN) annual meeting in Philadelphia.

The AAN was honoring Lewis – who had recently accepted his position as Chief of Lehigh Valley Health Network’s (LVHN) Division of Neurology – with its nationally prestigious A.B. Baker Award for Lifetime Achievement in Neurologic Education. It is awarded to only one neurologist in the country annually. Lewis had spent most of his career at Rush University Medical Center in Chicago. In his keynote address, however, Lewis harkened back to an early LVHN-related influence.



Lewis asked his colleague audience how many of them knew the slender book *Neurology for the House Officer*. “A lot of people from my era raised their hands,” Lewis says. “This incredible pocket book – part of a series by a major medical publisher – taught many neurologists the essentials of their specialty and helped shape my approach to thinking about neurology problems as well as how to teach others.” The book’s co-author: Lawrence P. Levitt, MD, the first Chief of Neurology for what became LVHN.

“From the time I was in training, I knew Allentown had someone who clearly was a great neurologist and great teacher,” Lewis says. “Thirty years later, I got to meet him in his retirement and receive some mentorship as I followed in his footsteps.”

While Levitt’s work inspired Lewis, experience guided Lewis’s development as a clinician educator. “To be honest, early in my career I was not a very good teacher,” Lewis says.

But he was driven to improve, especially after becoming Rush’s Program Director of Neurology Residency Training. “In that position you have to be an outstanding neurology educator or you will fail generations of neurology residents,” Lewis says. “I really grew in that job. Education has been a major

part of my career.”

Lewis served as Associate Chair of the Department of Neurological Sciences and head of the Section of General Neurology at Rush. He’s also shaped neurology standards nationally and worldwide as Past Chair of the Residency Review Committee of the Accreditation Council for Medical Education, a Director of the American Board of Psychiatry and Neurology, a current elected Trustee of the World Federation of Neurology and Chair of their Education Committee, Editor-in-chief of the journal *Continuum: Lifelong Learning in Neurology*, and a writer or editor of several medical textbooks.

“The patient comes first over education,” Lewis says. “It may sound obvious, but some people try to separate education and clinical care. Outstanding care *is* outstanding neurology education.”

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Tiffany Epting is DAISY Nurse Leader Award Recipient

BY [KIRSTIN REED](#) · JUNE 21, 2019

Nurse leaders shoulder the responsibility of creating an environment for their staff to succeed. They work under pressure to model caring behaviors and make an impact on patient care through outstanding leadership.

Tiffany Epting, MSN, was honored with a DAISY Nurse Leader Award at the 2019 Medallion Lecture. Epting serves as the Director of Professional Development, Department of Education, and has worked on integrating programs in LVH–Schuylkill, LVH–Pocono and LVH–Hazelton, including:

- Nursing internships
- Nurse residency program and preceptor courses
- Standardized practices for all professional development teams



Tiffany Epting, MSN, received the DAISY Nurse Leader Award at the Medallion Lecture in May 2019.

Epting managed the Nurse Residency Program accreditation process. The Nurse Residency Program [achieved accreditation with distinction by the American Nurses Credentialing Center](#) in December 2018, the first program to achieve this honor in Pennsylvania. Epting contributes to the success of each new registered nurse who completes the program by working as a facilitator to support students' transition into nursing practice.

By building relationships of trust, mutual respect and mutual benefit, Epting led her team through the process of accreditation. Epting's leadership shines through her interactions with colleagues and nurse residents alike, as she offers compassion and attentiveness to those who seek advice.

The Nurse Leader award is given twice a year at LVHN, once in the spring at our annual Medallion Lecture and again in the fall at our annual Nursing Research Day reception.

LVH–Pocono Announces Re-opening of Monroe County Hospice House

BY [HOLLY YACYNYCH](#) · JUNE 20, 2019

LVH–Pocono, representatives of the Monroe County Hospice House Advisory Committee and invited guests cut the ribbon officially re-opening the Monroe County Hospice House pending final state regulatory approvals. The Pennsylvania Department of Health (DOH) will be surveying the facility for approval of occupancy. This process must occur before Monroe County Hospice House can accept patients.

“We have been able to come together with the community and form a partnership to keep the Monroe County Hospice House open for years to come,” says Elizabeth Wise, President, LVH –Pocono. “It’s more than a facility – it’s a home and one that we will continue to use to provide end-of-life comfort and care right here in the heart of the Poconos.”

George McCracken, Administrator, Lehigh Valley Health Network (LVHN) Home Health Services, told those gathered for the announcement that the rooms are fully equipped with new beds in each of the six private bedrooms. Each room has a private bathroom and a view of a garden patio. “Our goal is to provide a tranquil and relaxing environment for you and your loved one,” McCracken says. “Our clinical staff is made up of some of the most compassionate and seasoned nurses, volunteers, chaplains, aides, and physicians, all of whom have considerable experience with end-of-life care to provide peace, comfort, courage and dignity on life’s final passage.”

An open house for the community is scheduled for Thursday, June 20, at 5 p.m. at the Monroe County Hospice House. Guests are asked to park at the LVH–Pocono employee parking deck, 281 E. Brown St. Shuttle service will be available.



Surgical Milestone at LVH–Schuylkill

BY [MIKE PECKMAN](#) · JUNE 18, 2019

It was a surgical milestone this week at LVH–Schuylkill. Gynecologist Timothy Grube, DO, performed his 1,000th robotic surgery procedure. Grube says the benefits of using the robot are great. “Post-operative recovery is easier, there is less pain and it offers a better patient experience,” he says.

LVH–Schuylkill first introduced the daVinci Robot in May 2013. Since that time, nearly 2,500 surgeries have been performed. Currently, seven other surgeons use the daVinci at LVH–Schuylkill, the only hospital in Schuylkill County offering robotic-assisted surgery.

“This is a significant milestone for the robotic surgery program here at LVH–Schuylkill, and we congratulate Dr. Grube on this milestone,” says Lawrence Riddles, MD, Regional Chief Medical Officer. “This technology brings the latest technology to the residents of our community where they need it, close to home.”

A county-wide “Name the Robot” contest was previously held for students in grades 6 through 12. Brianna Mickalowski of St. Clair’s Trinity Academy submitted the winning name of SAM, Surgically Advanced Machine. A small plaque was placed on the surgeon’s console and remains there today.



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