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President's Innovation Challenge: Submit Groundbreaking Ideas to Improve LVHN Patient Experience

BY [KIRSTIN REED](#) · JULY 3, 2019

The goal of the President's Innovation Challenge is to develop innovative ways to care for our patients, and the process is simple.

Think outside the box.

- Put yourself in the patients' shoes. How do patients and families interact with your department?
- Would you add, change or eliminate a service or program to improve the patient experience?

Think about industry leaders (inside and outside of the health care industry).

- What practices have you learned about at a recent conference?
- What have you read about in a recent journal article?

Incorporate elements like these into your proposed idea, and make it unique to the LVHN experience.

Complete the submission form.

Outline your idea, but don't solve the problem. You read that right. We are not looking for a solution. No business plan. No financial forecast. Just your remarkable ideas.

Use the prompt to fill in the question "How might we," like the following examples:

- How might we use technology to make life better for a person with a disability?
- How might we quickly connect patients diagnosed with cancer to a support community?
- How might we encourage kids to take medications properly?
- How might we improve the clinical trial experience for patients?
- How might we improve the patient flow through our facilities?



After you craft a “How might we” question about the problem you want to address, answer these questions from the patient’s point of view:

- What is the problem or need?
- Who is affected by it?
- How is it currently addressed or not addressed?
- What makes your idea remarkable?

The most creative ideas that are most likely to positively impact the patient experience will be reviewed by the Patient Experience Steering Team for prioritization and the top ideas will be assigned to an Innovation Team to explore further. Be thoughtful about your submission. To keep submissions concise, responses to each question will be limited to 250 words. If an idea is not directly related to patient experience or if it does not align with the Network Goals for patient experience, it will not be reviewed by the Patient Experience Steering Team.

Submissions will be accepted July 5 through Aug. 5. [Submit your remarkable idea here.](#)

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Recognizing our Exceptional Nurses

BY [KIM JORDAN, DNP, RN](#) · JULY 1, 2019

LVHN nurses are exceptional. That's evidenced by the fact that we commit to the professional development of our nurses. Across the health network, we develop our nurses by focusing on:

- Transformational leadership
- Structural empowerment
- Exemplary professional practice
- New knowledge, innovation and improvements

We support and empower our nurses through shared governance, professional opportunities, and reward and recognition programs.

Across LVHN, we recognize [DAISY Award winners](#) for going above and beyond to provide exceptional patient care. We encourage nurses to advance their career and provide continuing education opportunities through the [Department of Education](#). For newly licensed nurses, the [LVHN Nurse Residency Program](#), accredited by the American Nurses Credentialing Center, prepares recent graduates for a successful and rewarding career in nursing.

In the Lehigh Valley, we have [achieved Magnet® designation four times](#) and are working toward the fifth.

Nursing recognition

As a way to recognize the individual accomplishments and professional achievements of our RNs, we implemented a [clinical ladder program in the Lehigh Valley in 2018](#). Clinical ladder programs recognize nurses for engagement, professional development and contributions to high-quality care. We learned plenty of lessons from our first year and listened to your feedback. This year, we have re-launched the clinical ladder program as **PRIME – Program for Recognition of Individual Merit and Excellence**.

The staff-led PRIME Committee refreshed the program by:

- Extending the application window from two to four weeks
- Updating scorecard categories and point values and requiring evidence to support each category
- Drafting an official PRIME policy



The committee will be responsible for reviewing applications and evidence at the close of the application window.

LVHN is your professional partner, and PRIME is an important and concrete way for us to measure and celebrate your professional contributions.

Are you a PRIME nurse?

At this time, PRIME is open to patient care services, perioperative services, cancer services, home care/hospice and cardiac cath lab RNs in Lehigh Valley. The PRIME Committee is exploring options to transition the clinical ladder program to other LVHN locations.

I encourage you to have a conversation with your manager to see if you are eligible to submit a PRIME application. If you qualify, your manager will sign a letter of support. If you are not eligible at this time, please consider working with your manager to identify opportunities for engagement and development.

Application instructions

The application window will be open July 1- Aug. 1.

PRIME Committee members will be available to answer questions you may have about the application process. Visit them during drop-in sessions:

- July 2, 4-7 p.m., LVH–Cedar Crest computer lab 1
- July 9, 7:30-11 a.m., LVH–Cedar Crest computer lab 1
- July 9, 3-4:30 p.m., LVH–Muhlenberg ECC room B
- July 15, 11 a.m.-1 p.m., LVH–Cedar Crest computer lab 1
- July 25, 5:30-7:30 p.m., LVH–Cedar Crest computer lab 1

You make me #LVHNProud

Your dedication to continuous professional development demonstrates extraordinary commitment to yourself, your patients and to LVHN! Your engagement and contribution to high-quality care make me #LVHNProud every single day.

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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Calling All Musikfest Volunteers

BY [ASHLEY TOTH](#) · JULY 3, 2019

Join LVHN Aug. 1-11 as a volunteer for the nation's largest free music festival, Musikfest! LVHN is proud to once again partner with ArtsQuest as the official health care provider for Bethlehem's popular Musikfest.

We are in need of colleague volunteers to staff our four LVHN Health Tents for the duration of the festival. It's a chance to show you are #LVHNProud and a great way to enjoy summer while listening to some great musicians as you interact with our community.

Both clinical and nonclinical colleagues are needed for shifts ranging from 2 ½ to 4 hours. Licensed colleagues (such as registered nurses, physicians and physician assistants) will be appropriately compensated. Everyone will receive a moisture-wicking LVHN T-shirt.

Signing up is easy. Simply [review this letter, self-learning packet](#), and [schedule](#) to select your times, including your second and third choices. Once you've decided on a shift, call 888-402-LVHN to schedule.



New Patient Satisfaction Survey Vendor to Improve the Survey Experience

BY [AMANDA BIALEK](#) · JULY 1, 2019

Giving our patients the best possible experience is at the heart of our commitment to be a valued partner for our community. To collect more timely feedback from our patients about their experience with LVPG, we're welcoming a new partner in patient satisfaction surveying, NRC Health.

Research shows that 73 percent of patients prefer to be asked for feedback a few minutes to a couple days after their office visit. Real-time Feedback, an outreach program by NRC Health, sends out a patient satisfaction survey shortly after an office visit.



What patients can expect

Starting July 2, patients who complete an appointment with an LVPG provider will receive a patient satisfaction survey from NRC Health instead of our former vendor Press Ganey. A survey invitation will occur soon after the appointment via:

- **Email** – Email outreach will be the first form of contact to invite participation in the short survey.
- **Phone** – If no response is given to the email, a phone call using Interactive Voice Response (IVR) will be sent out 24 hours later.
- **Text** – If the patient does not participate in the survey via telephone, a text message will be sent out 24 hours after the call.

Please note that outreach methods are dependent upon the information provided by the patient.

If no email is provided, NRC Health will substitute with phone outreach (IVR).

Benefits of Real-time Feedback's approach:

- Reduction of survey questions from 55 to 12
- Surveys take approximately two minutes to complete
- LVPG will receive the results immediately

Real-time Feedback will allow us to gather patient feedback more quickly and address any concerns in a timely manner. Our partnership with NRC Health is one more example of how we work to continuously improve the experience our patients have at LVPG and our health network.

If you have any questions about this transition or the survey process, contact [Leilani Souders](#).

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Scenes from LVHN Night at the Ballpark – Photos and Video

BY [RICK MARTUSCELLI](#) · JULY 3, 2019

If you went out to the IronPigs ballgame on June 26, you certainly met colleagues, learned about LVHN services, and even saw colleagues on the field. That was the night LVHN sponsored the game at Coca-Cola Park. Here are photos from the fun-filled night.

KidsPig



[◀ Back](#)

Picture 1 of 6

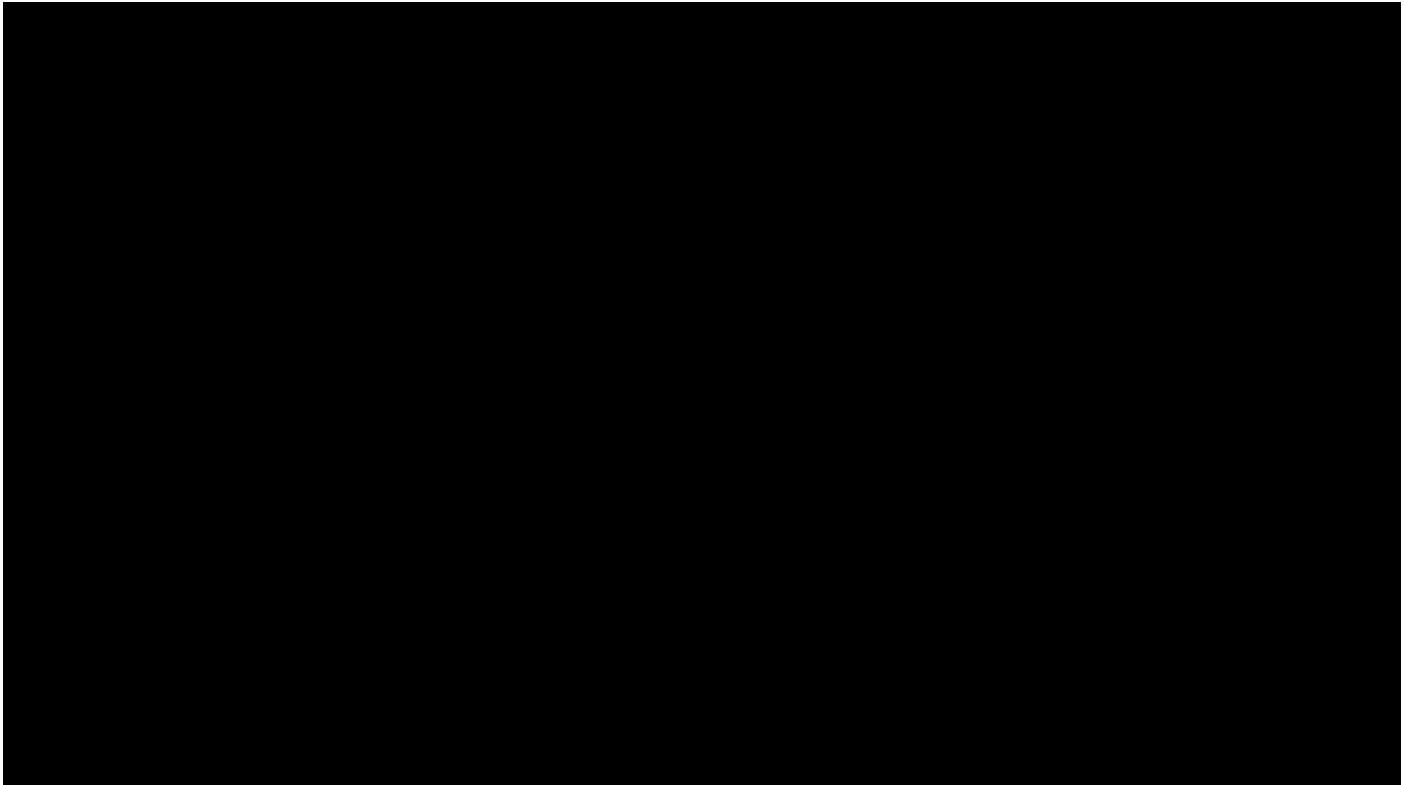
[Next ▶](#)

As the game sponsor, we had the opportunity to do many things to highlight ways we partner with our community. For example, we honored our cancer survivors and gave away Lehigh Valley Reilly Children's Hospital backpacks to kids.

We hosted a health fair that included interactive displays, giveaways and information from several LVHN departments. Baseball fans tried the DaVinci Surgical Robot, toured out Mobile Stroke Unit and Mobile Mammography Coach, learned about hands-only CPR and car seat safety, received information about

our Veterans Health Program, video visits and pediatric specialties, and so much more.

Those in attendance also heard from two colleagues. During an interview, Michael Pasquale, MD, educated the crowd about the services and technology Lehigh Valley Institute for Surgical Excellence provides to our region. Plus, Marketing Planning Supervisor Nina Ace sang a beautiful rendition of the national anthem. Watch below.



Service Anniversary List – July 2019

BY [RICK MARTUSCELLI](#) · JULY 1, 2019

Happy anniversary to these colleagues celebrating a career milestone at LVHN in July 2019. Congratulate them on their years of service.

45 years

Marie Thornburg, Health Information Management

40 years

Kay Lawrence, Information Services

35 years

Philip Balliet, Engineering

John Boos, Mental Health Clinic

Debra Ciotola, Med Surg 4

Erma Dantonio, Contracts/Products/Supplier

Vera Deacon, PICC Team

Louis Gabrielle, Engineering

Cindy Hartnett, Radiology

Donna Jones, Radiology-Diagnostic

Diane Taylor, Endoscopy-G.I. Lab

Donna Thomas, Employee Health

Mary Yanac, Ob Gyn

30 years

April Armstrong, Rehab Services

Kim Brougher, PT/OT



Deborah Herr, NORI Administration

Kathy Masters, Contracts/Products/Supplier

Robert Mohn Radiology-Diagnostic

Christopher Procanyn, Health Spectrum Pharmacy

Beth Reese, Lab Administration

Denise Rex, HIM Facility Based Coding

Catherine Rupert, Neonatal ICU

Eileen Sacco, 7B Medical Surgical Unit

Donna Sulikoski, 6 North

Joseph Thomas, RAD OR

Trudy Witmer, Emergency Department

25 years

Kelly Knittle, Oncology

Jessica Schreck, LVPG Obstetrics and Gynecology-17th Street

Beth Warg, LVPG Endocrinology-1243 Cedar Crest

20 years

Marsha Bearn, LVPG Surgical Oncology-1240 Cedar Crest

Daniel Brown, Pathology

Lisa Butz, Behavioral Health

Lisade Quevedo, Electrophysiology Lab

Amy Dixon, Epic

Eric Gertner, LVPG Internal Medicine-3080 Hamilton

Christopher Hand, Cat Scanning

Sarah Lichtenwalner, Medical Oncology

Jennifer McDonald, Progressive Coronary Care Unit

Diane Miller, Respiratory

Marie Reiley, Rehab

Vicki Rush, Fairgrounds Surgical Center

15 years

Alice Ashman, Pediatric Unit 5J

David Bradbury, Center for Counseling

Tammy Cescon, Housekeeping

Phaedra Corcoran, Transitional Trauma Unit

Monique Coyle, Labor & Delivery

Robert Dwinell, Respiratory Care Services

Riddick Fanny, Critical Care Unit

Artoria Fox, Endoscopy-G.I. Lab

Karen Giaquinto, Human Resources

Rachel Guerrero, LVPG Family Medicine-Macungie

Aimee Kerlavage, Radiology

Gina Labie, Radiology

Barbara Labriola, 7C Medical/Surgical Unit

Raffael Lucci, Plant

Kenneth Markowitz, LVPG Pediatrics-Laurys Station

Lisa Martin, Pharmacy

Michael McMahon, EMS Hazleton

Carolyn Murphy, HIM Facility Based Coding

Suresh Nair, Lehigh Valley Cancer Institute

Barbara Rice, Financial Clearance

Barbara Rondon-Miranda, Nursing Float Pool

Timothy Rooney, Engineering

Andrea Santiago, Operating Room

Cara Scheetz, LVPG Geriatric Medicine-17th Street

Tammy Schweizer, Consult/Liason Psychiatry

Jessica Spack, Organizational Development

Jeanine Wolfe, LVPG Cardiology-Vine Street

10 years

Ashley Arce, Emergency Department

Andrew Aspen, Lehigh Valley Anesthesia Services

Nachammai Chinnakaruppan, Pediatrics Neonatalogy

Matthew Cook, Emergency Department

Rebecca Counterman, Security

Anita Daniels-Rodriguez, Children's Clinic

Sally Daughtry, LVPG Family Medicine-Hamburg

Meredith Eschbach, Pharmacy

Sarah Hilbert, LVPG Family Medicine-Whitehall

Monet Ho-Sang, Lehigh Valley Anesthesia Services

Curtis Iverson, Accounts Payable

William Jones, Information Services

Stella Kalantzis, Emergency Department

Shadi Kayed, LVPG-Obstetrics and Gynecology-East Stroudsburg

Kristine Kent, Behavioral Health

Tara LaBar, Financial Clearance

Michael Leewright, 5CP Medical Surgical Unit

Kathleen Limpar, Emergency Department

Maria Lopez, 7T Med/Surg

Natalie Ludrof, LVPG Obstetrics and Gynecology-Pond Road

Matthew Martinez, LVPG Cardiology-1250 Cedar Crest

Colleen Monica, Registration

Laura Mory, Emergency Department

Megan Nagle, LVPG Family Medicine-Bath

June Owens, ICU

Michael Pechulis, PT/OT

Jarrold Ramer, Radiology-Diagnostic

Jennifer Ripa, EMS Hazleton

Luke Rissinger, Information Services

Amit Sareen, Emergency Deaprtment

Kelly Schillinger, LVPG Family Medicine-Hamburg

Margaret See, 6 North

Thomas Sehenuk, Cardiovascular/Telemetry Unit

Usman Shah, LVPG Hematology Oncology

Josephine Sipes, EmergencyDepartment

Justin Stauffer, Emergency Department

Lisa Willis, Hospice-Home Health

Antoinette Yaich, LVPG Maternal Fetal Medicine-Madison Farms

5 years

Charles Allen, Engineering

Jeni Betancourt, LVPG Cardiology-Muhlenberg

Eric Black, Case Management

Kimberly Bobish, Respiratory

Patricia Bollinger, Patient Accounting

Chloe Border, Operating Room

Melissa Brannen, Pediatric-Inpatient

Melissa Brennan, Laboratory

Anthony Bruno, Internal Audit

Sean Bullinger, Supply Distribution Services

Michelle Choma, LVPG Geriatric Medicine-17th Street

Thomas Conlin, Human Resources

Veronica Cruz, Comprehensive Health Services

Paul Deiter, Information Services

Amanda Demczyszyn, 6T

Jillian Deom, Home Health

Sean Dougherty, Emergency Communication Center

Ashley Elliott, LVPG Neurosurgery-1250 Cedar Crest

Brittany Esgro, PACU

Kathleen Finley, Outpatient Registration

Gregory Gable, Emergency Department

Ryan Geoffroy, LVPG Family Medicine-Whitehall

Alexis Gerber, EEG

Michele Gerhart, Behavioral Health

Madeline Gonzalez, LVPG Family Medicine-Vine Street

Lucas Gordils-Molina, LVH-17th Street Operations

Carlie Griffiths, Neuroscience Intensive Care

Jennifer Guers, Nursing Float Pool

Amy Gust, Neonatal ICU

Kathleen Hahn, 5K Medical/Surgical Unit

Jennifer Harrold, 4K Med/Surg

Donald Hoff, Emergency Department

Marjorie Hottenstein, ExpressCARE-Blakeslee

Latitia Humma, Lehigh Valley Anesthesia Services

Rachel Hutnick, Emergency Department

Kara Kohler, Pre-Op Staging

Nicole Kohler, LVPG Orthopedics Specialty

Lynne Kratzer, Information Services

Patricia Kuchera, Respiratory

Julie Laky, Radiology-Diagnostic

Erika Laskowski, Heart Station

Heather Lenhart, Patient Accounting

Teresa Luchetti, Recovery Room

Michael Maccarone, Rehabilitation

Michael Magruder, Human Resources

Victor Markowitz, Support Services Security

Christina Martinez, LVPG Cardiology-Pocono

Laura Mauro, Population Health

Bryane McCarey, LVPG Oncology Surgery-Pocono

James McGuire, Biomedical Services

John McKillip, Radiology-Diagnostic

Christopher Miller, LVPG Infectious Diseases-1250 Cedar Crest

Brian Moran, Emergency Department

Gabriel Natalini, Open-Heart Unit

Deema Nehme, LVPG Internal Medicine-3080 Hamilton

Jacqueline Nelson, Emergency Department

Janeen Newman, Rehabilitation

Carolyn Overpeck, Home Care Skilled Nursing

Kara Perini, Operating Room

Robin Ragantesi, ExpressCARE-Hazleton

Alicia Roses, Emergency Department

Jessica Rowe, Magnetic Imaging

Johanna Salazar, Pre-Op Staging

Nouhad Salim, TNICU

Roselyn Santana, Obstetrics

Kelsey Sarrge, Heart Station

Brent Schoenfeldt, Emergency Department

Chantal Snyder, Central Document Processing

Janice Sodemann, Operating Room

Amber Stahler, Med Surg 5

Gregory Stout, Hospitalist Program

Shelbi Taylor, ExpressCARE-Quakertown

Yuri Tejada, Access Center

Carah Tenzer, Cancer Support Services

Andrew Theesfeld, CT Scan

Eugenia Thomson, Imaging

Nicole Tierney, Neonatal ICU

Jennifer Treese, Healthworks

Angela Troiani, Emergency Department

Erin Tyson, LVPG Neurology-1250 Cedar Crest

Amanda Valerio, Center for Women's Medicine

Joanna Vazquez, LVPG Internal Medicine-West Broad

Ellen Velazquez, Women's Specialty Float Pool

Dawn Viania, Health Information Management

Ian Walsh, Rehabilitation

Alex Walter, Pharmacy

Cynthia Wentz, Patient Transport Services

Soriea Youssef, LVPG Ophthalmology-17th Street

Alexandra Zambrano, Access Center

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Pennsylvania Governor Honors Rachel Lefebvre for Military Service

BY [KIRSTIN REED](#) · JULY 4, 2019

The Pennsylvania Governor's Residence buzzed with anticipation as the crowd awaited the arrival of Gov. Tom Wolf and First Lady Frances Wolf. In the room on this early spring day stood 16 female veterans representing the Marines, Army, Navy and Air Force who served in Vietnam, the Gulf Wars and Afghanistan, as well as a decorated veteran in her 90s who served in the Women Army Corps (established in 1943). Among this distinguished group of veterans was Rachel Lefebvre, Vice President of Operations at LVH-17th Street.

The veterans shared laughter and tears, and recounted memories from their years of service as they prepared to be recognized by Gov. Wolf and the

Pennsylvania Commission for Women for military service during the fourth annual [Female Veterans Day Ceremony](#) celebrating Women's History Month. "Although I had never met any of these ladies until this event, it was as if we had known each other for years," Lefebvre says.

As Lefebvre accepted the award, she reflected on the honor. "Racing through my head was how fortunate we are as Americans to live in a country that supports freedom and democracy, and is making vast efforts towards gender equality," she says. "I also was recounting the thousands of other veterans – female and male – who had dedicated their lives, who have served our country. We are truly standing on the shoulders of giants."

Lefebvre served in the United States Air Force for nearly 26 years, retiring as Colonel in 2017 after holding a variety of leadership positions. She commanded medical facilities in the U.S. and internationally, and served a year-long tour in a combat zone. Multiple tours at the Pentagon – at both the corporate level and in medical centers – round out her vast military experiences. Her Air Force career culminated with a post as Chief Executive Officer leading one of the Department of Defense's



Rachel Lefebvre is honored by Pennsylvania Gov. Tom Wolf at the Female Veterans Day Ceremony on March 27, 2019.

largest ambulatory surgical and specialty centers.

In 2017, Lefebvre joined LVHN and currently serves as a campus leader for LVH–17th Street. Her colleagues agree that her positivity and commitment has instilled trust and delivered a renewed sense of optimism and energy to the halls of LVH–17th Street.

“The LVH–17th Street campus is a special gem where colleagues are devoted to expanding services to the community,” Lefebvre says. “We invest in each other’s development and deliver an exceptional patient experience through the internal partnerships we’ve formed and continue to nurture.”

Lefebvre will also lead our new [health campus in Lower Nazareth Township](#), which will be located just off Route 33 and Hecktown Road. She partners will colleagues throughout LVHN on planning for this newest addition to a group of health care resources LVHN established in Northampton County to make care more accessible and convenient for area families. “We will deliver an extraordinary patient experience – every time, at every touch point along a patient’s journey – and focus on personalized care, convenience and seamless access,” she says.

Lefebvre stands among nearly 450 colleagues at LVHN who have served our country and continue to serve our patients every day. Thank these colleagues, and congratulate Lefebvre on her special recognition. They makes us #LVHNProud.

NASCAR Star Visits LVHN – PHOTOS

BY [AMANDA BIALEK](#) · JULY 5, 2019

Born into a family built on love and racing, Ryan Blaney is proud to continue the family tradition as a third generation race car driver. With the number 10 tattooed over his heart, he is reminded of his late grandfather, Lou Blaney, who he strives to be like every day. “It was his number for his whole career,” says Blaney, who competes at NASCAR’s highest level for Team Penske. “He never changed his number.”

After losing his grandfather to Alzheimer’s, Blaney made it his mission to honor him by raising awareness of the disease. That’s why Blaney recently visited the Fleming Memory Center at LVH–17th Street. He learned about services and education available to the geriatric community and their caregivers at LVHN. Following the tour, he finished off the day meeting colleagues and patients at LVH–Cedar Crest.

N08440_FY19 Pocono Raceway-Ryan Blaney3



The 25-year-old formed the Ryan Blaney Family Foundation in 2018, an organization that supports causes that have directly impacted the family. Off the track, you can find Blaney using his platform to encourage others to share personal stories about loved ones who have been affected by the disease.

For Fleming Memory Center Director Cara Scheetz, it's always exciting to host a recognizable public figure. "Because of Ryan's popularity, we were able to reach so many more people," she says. "I think our common goal was to increase awareness for Alzheimer's disease through the Ryan Blaney Family Foundation and inform the public of resources available in our community such as the Fleming Center and our support team."

Colleagues, family members and patients waited in line to meet the NASCAR star at LVH–Cedar Crest. Handshakes were exchanged, stories about racing and loved ones were shared and photos were captured.

It was Blaney's final destination that sparked the biggest smiles of the day – saying hello to patients in Lehigh Valley Reilly Children's Hospital and giving them an autographed matchbox car. "I really enjoyed it," Blaney said. "It was an honor to meet everybody."

Are Your Investments Aligned With Your Future Goals?

BY [RICK MARTUSCELLI](#) · JUNE 29, 2019

When it comes to creating an investment portfolio to help you maintain your quality of life during retirement, most experts agree that diversification is a good option for achieving desired returns while managing risk. At LVHN, we offer you a healthy mix of investments options to suit every kind of investor. Log in to your retirement account on lvhn.valic.com and access the FutureFIT Calculator® to see how your assets are allocated and find out how you can make adjustments to your mix to be more aligned with your goals, if they aren't already. You may also want to schedule an appointment with one of our dedicated financial advisors by calling 610-402-8801.



AIG Retirement Services

Attend our monthly educational workshop: Investment Planning

To learn more about investment basics, attend this month's educational workshop, Investment Planning. Our onsite financial advisors will walk you through investment basics and advanced investing topics to help you achieve specific financial goals.

Register today at my.valic.com/seminars and use the following code for your preferred time and location:

July 9, 12-1 p.m.

LVH-Cedar Crest ECC room 5

Code: LVHALL11AW

July 11, 12-1 p.m.

LVHN-Mack Boulevard, 6B

Code: LVHALL11AT

July 16, 12;1 p.m.

LVH-17th Street auditorium

Code: LVHALL11BX

July 17, 12-1 p.m.

LVH-Muhlenberg ECC room D

Code: LVHBET11AY

July 24, 12-1 p.m.

LVHN-One City Center room 8 east 2

Code: LVHALL11CY

July 24, 11:30 a.m.-12:30 p.m.

LVH-Schuylkill E. Norwegian Street Wall Auditorium

Code: LVHPOT11AA

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