

JULY 2009

CheckUP



A PASSION FOR BETTER MEDICINE.™

 **Lehigh Valley
Health Network**

Lessons Learned

A year into SPPI, we're looking at how we can do things better

DO NOT READ--COPY TO COME TOMORROW

I'm sure you know at least one person who dreams big, but struggles to take that first step or stalls right out of the starting gate. They have good ideas with good intentions, but for whatever reason, they can't get the job done. I call them "gonna doers."

This past year, I admit this title crossed my mind a few times as we launched and began our Systems for Partners in Performance Improvement (SPPI). We had great intentions of incorporating lean thinking into all that we do to reduce waste and work more efficiently while improving patient and staff satisfaction. We jumped right in; hired a consultant, conducted Rapid Improvement Events (RIE) and shared our results with you through weekly report-outs and *CheckUp*.

We made important efficiency discoveries about locating and organizing equipment on 5K, sterile processing of supplies for our operating rooms and many more. Along the way, we shared with you tools to become leaner.



We had tremendous momentum out of the starting gate, but a year later we recognize there are things we were "gonna do" that we didn't. Not all of our senior leaders and middle managers were as engaged as they should have been. There were no standards for tracking and reporting processes and outcomes related to SPPI. Some of our efforts to remove waste weren't sustained. We concentrated so heavily on RIEs that we failed to stress improving efficiency in our daily work. Nor did we communicate SPPI to you as much as we could have.

As good leaders do, we took a close look at where we've been and what we could learn from it. We now know to involve all the right people at the right time. RIEs only get the ball rolling; the real work follows. In order to go faster, we need to go slower.

Our first step is to better educate all of you about our SPPI goals and your role (see SPPI 101 on page X). We're also looking for a new consultant—someone from our own team—who will lead our SPPI revolution.

Rest assured, our true SPPI north remains: to improve patient care while retaining our talented our workforce. As always, we need your commitment, enthusiasm and creativity. In return, we will be better communicators, organizers and engagers = better "doers."

Stuart Paxton
Chief Operating Officer

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A 26.2-Mile Mission

Colleagues hit the ground running to support each other and our community

Sarah Lichtenwalner, R.N., doesn't need a car to get to her Nazareth home from Lehigh Valley Hospital–Muhlenberg. She runs. It's only 11.5 miles. Kimberly Liszka, R.N., doesn't flinch under pressure in the emergency department. She's competed on NBC's "Fear Factor."

Both are competing in this year's Lehigh Valley Health Network Marathon for Via on Sept. 13—Lichtenwalner as an individual and Liszka with a team of colleagues. Their drive and motivation helped them win health network-sponsored spots in the race. Here are their stories:

VTACH

Jack Basile, D.O., Marcie Basile, Steve Conroy, D.O. (left), Kim Liszka, R.N. (center), Brian Lovett, M.D. (right)

Emergency Department

Our motivation: Many of our emergency department colleagues are soldiers. Matt Gaffney and Anthony Interrante are overseas right now. We are running in their honor.

Our training regimen: We train and compete year-round—and some of us have sights on becoming reality television competitors. Jack Basile will be participating in his first Ironman triathlon in August, has competed in triathlons and recently completed a marathon with Marcie Basile, his wife. Marcie has competed in two half-marathons and is a triathlete. Conroy auditioned for CBS's "Amazing Race" and is training for his first triathlon. After competing on "Fear Factor," Liszka made it to the finals for CBS's "Survivor," and last year, she ran her first marathon. Lovett has completed more than 100 triathlons, including the Boston Marathon the past two years.

Our cheering section:

Our inspirations include each other, our significant others and our children. They, along with our colleagues, will be cheering us on.

Our race day plans:

A driver will pick us up as we finish our legs so that we can celebrate at the finish line together.

Sarah Lichtenwalner, R.N.

Cancer Center, Lehigh Valley Hospital–Muhlenberg

My motivation: Crossing the finish line. At 32, I believe age is just a number; it shouldn't slow you down from what you want to accomplish. I am in better shape today than at 22.

My training regimen: I compete in mountain bike races (50-100 miles), and last year I began competing in triathlons. During a typical week, I swim and bike for 10-12 hours each week—sometimes doing more than one activity a day. I also lift weights and often commute to work on my bike.

My cheering section: My husband is my biggest supporter. My dog, Dakota, is my best running companion and trains with me. My parents are always there to cheer me on, and my colleagues wish me the best.

My race day plans: I plan to arrive early to the starting line at Lehigh Valley Hospital–Cedar Crest.

—Jennifer Beresch



Run, walk or volunteer—Get involved in the Lehigh Valley Health Network Marathon for Via on Sept. 13. To learn more, visit lvh.org/marathon.

Learn who won network-sponsored spots in the marathon at lvh.org/checkup.

SPPI 101

Freshen up on your efficiency knowledge to eliminate waste, reduce costs and improve care

A year ago, we all learned a new acronym: SPPI (System for Partners in Performance Improvement). You likely knew it was about efficiency, but you may have thought it only affected your boss.

Then Rapid Improvement Events (RIE) started, and it may have appeared that SPPI was only for the areas affected by the selected “value streams” (series of actions required to fulfill customers’ needs)—sterile processing/operating room (SP/OR), and specific departments that affect certain aspects of in-hospital patient flow.

Neither is true. SPPI is about everyone, whether you work in a clinical or nonclinical setting. It is about you, your boss and your boss’ boss. SPPI is not an initiative, but rather a shift in thinking about how we can work more leanly, more productively and more efficiently while enhancing patients’ experiences. It’s about creating tight connections among the elimination of waste, reduction of costs and improvement of quality of care. In order to remain successful, this thinking needs to be woven into the fabric of our health network.

A Year of SPPI

May 2008 – Transitional Plan of Care (TPOC) developed by SMC. This is the network’s strategic focus and forms the foundation of SPPI.

July 2008 – Two value streams defined (SP/OR and In-Hospital Patient Flow)

June 2008 – SPPI introduced to colleagues



We're hitting the books for a look back on our initial SPPI intentions:

Goal 1

Establish SPPI

More than a year ago, our health network recognized changes were needed to survive and thrive. So we initiated SPPI, created a strategic plan to improve our bottom line while enhancing our patient care—called the Transformational Plan of Care (TPOC)—and selected lean methodology and tools to enhance our continuous improvement efforts. Right now, the health network is working to clearly define roles and expectations with regard to SPPI for all of us.

Goal 2

Hold Senior Management Council (SMC) accountable for leading the way

When a major change happens within an organization, it is essential for senior leaders to be enthusiastic supporters. SPPI has sponsorship from president and chief executive officer Elliot Sussman, M.D.; SMC members have participated in RIEs; and we formed an SPPI advisory group. Moving forward, SMC members will have performance goals related to efficiency and managing costs in 2010. Our SMC leaders will be looking to all colleagues to gain more insight on how we can continue to improve.

Goal 3

Achieve \$3 million in productivity during year one

We are beginning to see cost savings directly attributed to SPPI. This will be an important focus moving forward as we develop methods to quantify productivity gains and cost savings.

Goal 4

Reduce waste and work more efficiently

We've given colleagues some lean tools, such as 6S, which helps us organize our workspaces for efficiency. We've also launched a Collaborative Leadership Learning Series and a Lean 101 workshop. Both provide all colleagues the basic understanding of lean thinking. As more colleagues learn these lean tools, the goal is for all colleagues to use them to identify and remove waste from daily work.

Goal 5

Create transparency in approach and results

We want everyone to understand and fully engage in SPPI. Originally, we invited all colleagues to RIE report-outs and placed "metric boards" (with RIE results) in RIE work areas. Throughout the next year, expect to hear more about SPPI as we continue to integrate lean thinking into our daily work.

—Amy Koch

Thirsty for more SPPI knowledge?
Call 610-402-CARE or visit lvh.org/checkup to learn more about 6S.

August 2008 – First in-hospital patient flow RIE held on 6K; addresses physical therapy

September 2008 – First SP/OR RIE held; addresses organization of sterile instruments

March 2009 – Lean 101 Workshops launched

January 2009 – Collaborative Leadership Learning Series (during Dept. Head Meetings) began

How Obama's Administration Affects You

Information technology funding and health care reform policies are forthcoming

The economy and health care reform are high priorities for President Barack Obama's administration. A \$10.4 billion investment in medical research already is approved as part of the economic stimulus package (officially called the American Reinvestment and Recovery Act).

"The stimulus package includes incentives for physicians and hospitals to utilize health information technology (HIT) in the delivery of patient care," says Elliot Sussman, M.D., Lehigh Valley Health Network's president and chief executive officer. "Now, there too is serious effort in Washington to pass comprehensive health care reform legislation."

In the second of a two-part series, *CheckUp* explores how funding for HIT and health care reform will affect you and our health network.

IT's Payback Time

Over the past 12 years, we've invested millions of dollars in HIT because we believe it's the right thing to do for our community. "Technology in health care has no value unless it supports patient care," says Harry Lukens, senior vice president of information services. The Obama administration agrees and is ready to reward health networks like ours—leaders in HIT.

Through the economic stimulus package, we'll be rewarded financially based on the number of network-employed physicians who use electronic medical records (EMR). EMR allows doctors to access information they need about a patient (medical history, imaging results and medication) in one secure, Web-based system.

Although the precise definition of who qualifies is not specified, qualifying physicians could receive \$44,000 over a five-year period, beginning in 2011. Conversely, physicians not using EMR by

2015 will see a 1 percent reduction in Medicare reimbursements, with additional 1 percent penalties in subsequent years.

Currently, 170 of our physicians use EMR. Our goal is to have 400 physicians using EMR by the time incentive payments begin. "Millions of dollars could be awarded to our health network," Lukens says. "That's revenue that wasn't even on our radar screen."

Once we officially know how much money we could receive, we'll determine how to spend it, investing in new and better ways to care for our community. Plus, the investments we make will stimulate our economy, just as the stimulus package intended.

Changing the System

Health care reform—you hear about it frequently, but what does it really mean? It describes government policies that could change



the way health care is paid for and delivered to patients. “Previous attempts at meaningful health care reform have failed,” Sussman says.

“Now we expect government leaders to pass health care reform legislation this year, including increasing coverage for people without health insurance.”

The Obama administration believes health care reform should:

- Reduce health care costs
- Protect families from bankruptcy or debt because of health care costs
- Guarantee choice of doctors and health plans
- Improve patient safety and quality
- Assure affordable health coverage for all Americans
- Maintain coverage when you change or lose your job

- End barriers to coverage for people with pre-existing medical conditions
- Invest in prevention and wellness

The Obama administration is taking steps toward developing reform legislation. Recently, the president met with leaders from insurance and pharmaceutical companies, hospitals and medical equipment manufacturers. They are proposing a tentative plan that would reduce health care costs and save our country \$2 trillion over the next 10 years.

The president also met with major American employers that have implemented innovative health and wellness programs in the workplace. These programs resulted in increased productivity, less sick time and lower health care premiums.

We’re trying to do our part. One new effort is Well U., a program to help us work together to make wellness an even larger part of our culture. Learn more about it on page 9.

—Rick Martuscelli

BECOMING A HEALTHIER YOU: priceless

Invest in your health without spending a dime through Culture of Wellness

It's tough to put a dollar value on being healthy. But it's easy to see how much money you can save through Culture of Wellness. It reimburses colleagues and eligible dependents up to \$700 a year toward the cost of approved classes, gym memberships, weight-loss and other programs to boost your fitness and well-being. Here's how three colleagues got priceless returns on a no-cost investment in their health.



FITNESS CENTER
MEMBERSHIP: \$0*
WORKING OUT WITH
HER SPOUSE: priceless

Being active always has been important to **Denise Woodworth**, a sales and marketing data analyst at Valley Preferred. She performed and taught modern dance in college, and moved to Manhattan in her 20s to work for an artist colony and continue dancing. She has taken various dance and exercise classes over the years. Yet recently her activity level began to flag. "I needed a great motivator to do more," she says. She found it through Culture of Wellness. "I have to participate in order to be reimbursed," says Woodworth, who took various classes, including Pilates and BodyWedge 21. Recently, she and her husband, David Naherny, joined the Healthy You Fitness Center. They both have to work out in order to receive their reimbursement. "Meeting at the gym has become a fun date," she says.

"It's easy to be a couch potato when your favorite hobby is knitting," says materials management administrative secretary **Irma Deiderick**. "Yet I'm not skilled enough to walk and knit at the same time." Five years ago, she tired easily during moderate activity. "I needed to do more than knit after work," she says. Through Culture of Wellness, she enrolled in a series of exercise classes, including those with circuit training and stability balls. "It helped me make a commitment to get out and be more active," Deiderick says. She's now taking Yogalatte, which combines yoga and Pilates core strengthening exercises. "It's a great way to improve stamina, breathing and posture," she says. But she especially enjoys its power to completely relax her body. "After a busy day, it puts your focus elsewhere," she says. "I can actually feel my stress wash away."



YOGALATTE: \$0*
EXPERIENCING TOTAL
RELAXATION: priceless



CHILDBIRTH AND
PARENTING CLASSES: **\$0***
KNOWING HOW TO
INSTALL A CAR SEAT: **priceless**

With her first baby due in July, nuclear medicine technologist **Amy Fisher** wanted to be as prepared as possible for the challenges of childbirth and child care. Through Culture of Wellness, she and her husband enrolled in a two-day Prepared Childbirth Class, absorbing a gamut of must-know topics, from breathing techniques during labor to prenatal exercises on a stability ball. “Most importantly, we learned how to safely install a car seat (from certified technician **Bill McQuilken**, left),” Fisher says. The couple also received a tour of Lehigh Valley Hospital–Cedar Crest. “It was good for us to see exactly where we needed to go when we arrive for delivery,” Fisher says. As their baby grows, they can take advantage of more parenting classes through Culture of Wellness, including parenting workshops.

—Richard Laliberte

Ready to invest? Call 610-402-CARE to register for a program or receive a list of Culture of Wellness approved classes.

Meet Ian

Cost for parents, Nina and Nathan Billman (*CheckUp* designer) to take childbirth and parenting classes: **\$0**

Having parents who use Culture of Wellness: **priceless**



Who's Your Dean of Wellness?

If you haven't met your Dean of Wellness yet, you will soon. As part of Well U., our new program to make wellness an even greater part of our culture, one of your colleagues will serve as a dean, encouraging you to eat healthy, stay fit and reduce stress at work and home.

A dean will be chosen from every department. “Deans are energetic colleagues who are motivators and team builders,” says Mary Kay Grim, senior vice president of human resources. “They’re familiar with our health network’s resources and enjoy friendly competition.”

To help you live well, your dean will:

- Share information about wellness lessons you can learn through Well U.
- Encourage you to participate in Well U. and Culture of Wellness programs.
- Gather your creative ideas about ways to live well at work and home.

* To be reimbursed you must attend classes or hit the gym a specified number of times. Call 610-402-CARE to learn more.

Making It Visible

Cultural awareness is becoming a hallmark of the care we deliver

You've heard we're paying more attention to cultural awareness, and now you're seeing it more in our health network. Through six subprojects, our Cultural Awareness Implementation Team has spent the past year measuring colleagues' level of cultural understanding, collecting information about our patients' ethnicity and providing more language-related services—all focused on delivering the most patient-centered care. Here's how cultural awareness is now more visible throughout our health network.

Selecting Educational Preferences

Many of us practice cultural awareness, but how much do we really know about it? To find out, the Cultural Awareness Implementation Team distributed an intercultural sensitivity survey. "Nearly 3,500 colleagues responded," says project leader Jarret Patton, M.D., medical director of outpatient pediatrics.

You told us you want to learn more about different cultures' religious beliefs, customs and attitudes about health care. You also told us you prefer to learn through fact sheets and diversity workshops. "Future educational opportunities will be designed based, in part, on the survey results," Patton says.

Getting Patients Ready



When **Stacey Perriello's** phone rings, she knows she'll be assisting a patient who is scheduling an MRI, sleep study or other procedure. A registration assistant in central scheduling, Perriello verifies insurance coverage and handles referrals. "My goal is to make patients feel as comfortable and confident as possible," she says.

Last October, Perriello and other registrars throughout our health network began asking: How would you best describe your race? "It helps us have more accurate data to better address health care differences," she says. Now Perriello is increasing her own level of cultural awareness by learning Spanish in a course offered through our health network. "I know our patients appreciate it when we make their transition to the hospital smooth," Perriello says. "It shows we truly care."



Speaking the Right Words



When **Leila Nassar** enters a room and begins speaking to a patient of Arabic descent, she sees the difference. "I'm usually greeted with a big smile, and then they relax, knowing there's someone who speaks their language," Nassar says.

A medical assistant and certified lactation consultant at ABC Family Pediatricians, Nassar took the Bridging the Gap medical interpreting course two years ago. The Beruit, Lebanon, native puts what she learned to good use in the pediatricians' office, at Lehigh Valley Hospital—17th Street and while teaching breastfeeding to new moms at Lehigh Valley Hospital—Cedar Crest. "Being culturally aware means learning and respecting a patient's beliefs," says Nassar, one of 120 trained medical interpreters in our health network. "I love all cultures, and I love being an advocate for my patients."

—Kyle Hardner

His Passion: Helping Where Needed

Isaac Rodriguez never knows what the day will bring, but he pitches in with persistence

On Monday, Sotero “Isaac” Rodriguez is performing chest compressions in the Lehigh Valley Hospital–Cedar Crest emergency department. On Tuesday, he’s assisting patients in Lehigh Valley Hospital–Muhlenberg’s Regional Heart Center–Medical unit. On Wednesday, he’s scheduling appointments at a Lehigh Valley Hospital–17th Street clinic.

As a technical partner in the float pool, Rodriguez typically doesn’t know where he’ll spend his day until his morning visit to the nurse staffing office. What he does know is he’ll be pitching in where help is needed. “Working in a new place every day can be a little nerve-racking,” Rodriguez says. “But there’s one constant wherever I go: the people. If I’m unsure about something, all I have to do is ask, and they help.”

The son of a Puerto Rican minister, Rodriguez is familiar with the rewards of helping others. So when the nurse staffing office asked for volunteers to cover shifts in our health network clinics, he stepped forward. Rodriguez attended orientation to learn the clinics’ computer systems, workflow and what’s expected of him at each location. His passion for pitching in and his ability to speak both English and Spanish make him a perfect fit for the job.

Before the float pool began covering staffing needs in the clinics, colleagues worked overtime and patients waited longer for care. “I do what I can to make a difference each day for patients and colleagues,” Rodriguez says.

While growing up, Rodriguez was never interested in health care. After high school, his father told him to get a job. So he followed his cousin’s advice and became a certified nursing assistant. It wasn’t long before he started to appreciate opportunities to touch patients’ lives.

“I enjoy watching families go home after a difficult hospitalization, and comforting families going through difficult times,” Rodriguez says. “I’m inspired by the sickest patients who stay positive or tell a joke to make *me* laugh. All these experiences keep me going.”

Going he is. Rodriguez and his wife, Von Marie, are studying to become registered nurses. In the meantime, Rodriguez is content greeting the day not knowing where he will work, so long as he ends it having helped someone in need.

—Rick Martuscelli

Traveling tech partner—Despite having worked in numerous departments and clinics throughout our health network as a member of the float pool, Sotero “Isaac” Rodriguez doesn’t have a favorite. “All that matters is that I’m making a difference,” says Rodriguez, pictured with his patient, 1-year-old Anahi of Allentown. “I thank God for the path placed before me.”



VOLUNTEERS WANTED

Looking for enthusiastic, hardworking individuals to represent the health network as volunteers at Musikfest and the Lehigh Valley Health Network Marathon for Via.

Does this advertisement appeal to you?

Sign up today.

During Musikfest, July 31-Aug.9, we need nurses, physicians, residents, physician assistants and nonclinical colleagues to treat minor medical problems such as bee stings, cuts and bruises, and complete paperwork. Volunteer shifts range from 2.5 to 4 hours. Best of all, clinical colleagues will receive a \$20 per hour stipend and nonclinical volunteers will receive \$10 in food tickets for each

shift worked, along with a health network T-shirt. Sign up by calling 610-402-CARE by July 17.

At this year's Lehigh Valley Health Network Marathon for Via on Sept. 13, volunteers are needed to register runners and walkers, distribute drinks to passing runners, cheer on runners, direct traffic, assist with the 5K walk and other duties. Sign up by visiting lvh.org/marathon.

Reaping Rewards

Here's an idea to reward and recognize (R&R) colleagues for a job well done—a free massage! That's what happened during Nurses Week in the "Den of Zen" located at Lehigh Valley Hospital—Cedar Crest's post-anesthesia care unit (PACU). Jenna Miller (left) relieved muscle tension for colleagues like Krista Lechanic, R.N., amid the den's decorative trees and relaxing music. Throughout the week, PACU colleagues enjoyed other "green" R&R delights like locally grown, organic foods and homemade treats made with organic ingredients. To wrap up the celebration, they received gifts like reusable shopping bags and water bottles.

Does your department have unique R&R activities? If so, call 610-402-3175 or e-mail Richard.Martuscelli@lvh.com and share your story in *CheckUp*.



Guide to Our Care

Lehigh Valley Physician Group

Congratulations to Trexlertown Medical Center for being named "Best of the Valley" for the fourth straight year. The 52-year-old practice started with the idea that caring for every member of a family was the best kind of health care. It remains true today as eight doctors, a licensed professional counselor and 30 staff members care for Trexlertown area families. They will be highlighted in *Lehigh Valley Magazine's* July issue.

Neurosurgery

Do you know someone who needs the services of a neurosurgeon? Neurosurgical Associates now offers brain and spine consultations in four convenient locations: Allentown, Bethlehem, Quakertown and East Stroudsburg. They use the latest surgical methods and technologies, including a range of minimally invasive techniques, such as microsurgery, stereotactic radiosurgery and endoscopic surgery.

Cancer Care

We recently were awarded an Outstanding Program Achievement Award by the American College of Surgeons' Commission on Cancer. The health network's cancer program at Lehigh Valley Hospital—Cedar Crest and Lehigh Valley Hospital—Muhlenberg also received re-accreditation as a Network Cancer Program.

The Buzz

in Our Community



Read and view our news online. Go to lvh.org/news for the latest media coverage!

Olympiad Shares Her Battle with Breast Cancer

Well-known figure skater, author and television personality **Peggy Fleming** recently visited the health network, sharing how becoming an Olympic gold medalist prepared her for an even bigger challenge: battling breast cancer. Fleming spoke to colleagues in celebration of Nurses Week and then to the community at a special event where she signed autographs. Covering her visit were 69 News (WF-MZ-TV), Blue Ridge-TV 13, Service Electric TV-2 and *The Express Times*.

Other headline-makers:

- A *New York Times* article featured the health network's Careworks clinic at the King's Supermarket in Allentown. Quoted in the article were **Brian Nestor, M.D.**, **Will Miller, M.D.**, and **John VanBrakle, M.D.**
- In a letter-to-the-editor pediatrician **Jarret Patton, M.D.**, urged the community to invest in the health and success of children through education. The letter ran in *The Morning Call* and was co-authored by several other community leaders.
- Operating room nurse **Lori Young, R.N.**, was featured in *The Morning Call* for her work in restoring her home to its original, more historic state. Young received the Old Allentown Preservation Association's 100th facade restoration grant.
- Neurologist **Glenn Mackin, M.D.**, and one of his patients were featured on 69 News, to promote Mackin's presentation at a conference about a rare neurological disease, Charcot-Marie-Tooth.

—Matthew Burns

Vascular Care

Based on the success of MI Alert for Heart Attacks, our fast-action heart attack program, we're now educating emergency department colleagues and local first responders to quickly identify the warning signs of a ruptured or dissected aortic aneurysm. A quick diagnosis of this potentially fatal condition results in faster treatment and lives saved.

Transfer Center

If you have family or friends who live out of the area and need specialty care, surgery or to be hospitalized, their physician can arrange a transfer to our health network by calling our Transfer Center at 1-800-280-5524. The center is staffed with critical care nurses 24/7. Because the transfer is streamlined, your loved ones receive the care they need as quickly as possible.

Maternity Care

Do you know anyone from Carbon County who is expecting a baby? As of June 30, Blue Mountain Health System is closing its maternity unit at Gnaden Huetten Memorial Hospital in Lehighton. We partnered with Blue Mountain so expecting mothers can deliver their babies here. We're also offering tours of our Center for Mother and Baby Care and childbirth and parenting classes in Carbon County. Register by calling 610-402-CARE.

Prescription Drugs for \$4

Previously, only national pharmacy chains could offer generic prescription drugs for \$4. Now we can too. Beginning July 1, colleagues covered by Choice Plus can visit any Health Spectrum Pharmacy and receive a 30-day supply of a wide variety of generic drugs for \$4. That's half of what you used to pay. Pharmacy and benefits colleagues discovered a way to reduce our health plan costs, and that savings is being passed on to you.

Additionally, you may be able to save more money when you purchase 60- and 90-day supplies.

You won't have to travel to different pharmacies for the best price. And utilizing one pharmacy is safer because your pharmacist can screen all your medications to identify interactions, duplications and allergies.

If you're taking brand medications (requiring a \$40 co-pay), talk to your doctor about switching to a generic equivalent. For a list of \$4 generic drugs, visit the human resources Web site on the intranet (lvh.com).



PRIDE in Our People

1. **Swing, batter, swing**—We recently hosted two education days at the IronPig's Coca Cola Park. Throwing out the first pitch for one game was 12-year-old Brandon of Bangor, who has leukemia. He celebrated this honor with his caregivers: (l-r) Cindy Knecht, Shelly Brader, Shanetska Melendez, Lesley Simpson, M.D., Nancy Winters and Tami Higgins. Area school children were bussed to the games, learning health and safety tips through baseball from health network colleagues.
2. **Valley Preferred professional honored**—Carol Michaels, health educator at Valley Preferred, recently was recognized as one of the "Top 20 Under-40 Business Professionals for 2009" by the *Eastern Pennsylvania Business Journal*. Michaels' achievements include planning and implementing health education programs and enhancing the growth of Valley

Preferred's BeneFIT wellness program. Holding a master's degree in public health, she also has garnered acclaim for national and regional wellness presentations.

3. **Racing to raise money**—When information services (IS) security manager Brian Martin wanted to organize a team to compete in the recent Autism Society of America's charity endurance go-cart race, he turned to his colleagues for support. They rallied together and raised almost \$3,000 for the society. Competing were (l-r, back) Phil Horlacher, Brad Schael, William Sweder, Rick Kerr, (l-r, front) Horlacher's son Austin and Jeremy Cooper.

Read more PRIDE in Our People at lvh.org/checkup.

Schedule

For more details on classes (including times, locations and costs), call 610-402-CARE or visit lvh.org/checkup.

Culture of Wellness

Starting July 6 – Staying Strong

July 7 – Car Seat Safety

Starting July 7 and 10 – Belly Dancing for Fun and Fitness: Intro

Starting July 7 – Belly Dance Elite (Intro and Level II prerequisites)

Starting July 8 – Kids Beats™

Starting July 8 and 13 – Cardio Kickbox

Starting July 9 – SafeSitter

Starting July 10 – Belly Dancing for Fun and Fitness: Level II

Starting July 11 – Family Beats™

Starting July 13 – Drums Alive™

Starting July 13 and 15 – Relaxing Yoga

July 14 – Clear the Air

July 15 – Memory Issues

July 18 – Mindfulness-Based Stress Reduction Retreat

July 21 – Joint Replacement Prep

July 23 – Car Seat Safety

Starting July 24 – Gym Class for Kids

July 27-31 – Play All Summer Kidz Camp

Starting July 27 – First Strides®

Benefits

Discover Your Discounts- Summer Art Camp Program at The Baum School of Art

Refer a Physician, Earn \$500

Philly Pretzel Factory- Receive 10 percent off regularly priced items

Recreation Committee Trips

July 18 – IronPigs game

Aug. 14-21 – Caribbean Cruise

Sept. 14-18 – Las Vegas

Oct. 2-4 – Salem, Mass.

Oct. 23-Nov. 1 – Spain

Special Events

July 6-12 – USGA 2009 U.S. Women's Open

July 13 – Polycystic Ovary Syndrome

July 15, 16, 21 – VALIC Retirement Seminars: Retirement Strategies for Women

July 25 – SummerFest Day in the Park

July 25 – Richland Township Community Days

August 12-15 – Lehigh Valley Hospital–Muhlenberg Summer Festival

Sept. 13 – Lehigh Valley Health Network Marathon for Via

Oct. 1 – The Fleming Infection Prevention and Infectious Disease Symposium “Town hall Meeting”

Service Star of the Month

Russ Sutton, R.N.

Operating room holding area, Lehigh Valley Hospital–Muhlenberg

Russ Sutton, R.N., reward and recognition (R&R) team leader at Lehigh Valley Hospital–Muhlenberg’s operating room,

values his colleagues. If there’s a birthday, he’s throws a party. If there’s a holiday, he’s decorates. If there’s an expected baby, he organizes a celebration. “He goes to such great lengths, devoting many personal hours, because he knows it’s important for colleagues to be recognized,” says director Diane Kimsey, R.N.

In fact, Sutton is so successful at being a leader for the R&R committee that a poster about the team’s successes was presented at this year’s National Operating Room Manager Conference in Washington, D.C. Sutton has led the team for more than three years.

“It’s amazing what Russ does for us,” Kimsey says. “He works tirelessly to boost morale and emphasize team relationships. Most amazingly, Russ still finds time to organize charity events for the community. It is a pleasure to work with him and an honor to know him.”

—Matthew Burns

Congratulations to Award Nominees

Robin Davison, R.N., float pool

Carol Gould, R.N., ambulatory staging unit

Terry Hilliard, case management

Things to remember when nominating a Service Star:

- Choose a colleague or a team of colleagues.
- Tell a story. Specifically explain how the colleague or team did something extra special.
- You don’t have to provide direct patient care to be a Service Star. All colleagues and teams can be nominated.

To nominate a star, go to the intranet at lvh.com. Go to the “Find Fast” box and click on **Service Star Nomination**.



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Susan Hoffman

EDITOR-IN-CHIEF

Pamela Maurer

EDITORS

Sally Gilotti, Kyle Hardner

DESIGN

Nathan Billman

PHOTOGRAPHY

Scott Dornblaser, Amico Studios

PRODUCTION ASSISTANT

Cory Prohaska

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HAPPY ANNIVERSARY

July 2009

35 Years

Carl Kent

Materials Management

Linda Moyer

Executive assistant
to the president

30 Years

Loretta Goodwin

Pain Management

Barbara Kline

Information Services

Kay Lawrence

Information Services

Carol Maliken

Home Care

Gerald Stoudt

TNICU

Terrane Wolf

ICU

25 Years

Philip Balliet

Plant Engineering

John Boos

Home Care

Erma Dantonio

Contracting

Vera Deacon

Infection Control and
Prevention

Louis Gabrielle

Plant Engineering

Donna Jones

Diagnostic Radiology

Maria O'Hara

Supply Distribution Services

Margaret Scarcia

Patient Accounting

Diane Taylor

Operating Room

20 Years

April Armstrong

Home Care

Kim Brougher

Physical Therapy

Lisa Gulley

Diagnostic Care Center

Deborah Herr

Endocrine Testing Station

Kathy Masters

Supplier Services

Robert Mohn

Diagnostic Radiology

Catherine Neith

Labor and Delivery

Christopher Procanyn

Health Spectrum

Denise Rex

LVPG

Elizabeth Rushatz

Patient Accounting

Eileen Sacco

7B Medical-Surgical

Lori Schanz

Emergency Department

Joseph Thomas

Diagnostic Radiology

15 Years

Stacy Lorenz

Information Services

Nadesda Mack

Breast Health Services

Denise Mitchell

Spectrum Administrators

Jessica Schreck

OB/GYN Associates

Beth Warg

Diabetes-Endocrinology

10 Years

Bruce Barnes

Operating Room

Marsha Bearn

Surgical Oncology

Deborah Busch

LVPG

Rosauro Dalope

Children's Clinic

Lisa deQuevedo

Electrophysiology Lab

Amy Dixon

Home Health Services

Carmen Espinoza

Patient Accounting

Eric Gertner

Medical Practice Center

John Illingworth

Mental Health Clinic

Valerie Kruzick

Express Admissions Unit

Sarah Lichtenwalner

Medical Oncology

Jennifer McDonald

Nurse Staffing

Luereane Mells

Information Services

Gina Neumann

PICU

Vicki Rush

ASU-PACU/OR

Carlene Schaffer

Neurological Surgery

Laura Williams

Respiratory Care



Celebrating 35 years!

Linda Moyer

Executive assistant to the president

Most Memorable Moment Here

The day in September 1974 when Lehigh Valley
Hospital—Cedar Crest “opened for business”

My Inspiration

The growth of the health network—in physical size,
program development and national recognition—in
such a relatively short time is astonishing and a
constant inspiration

Best Virtues

Honesty, work ethic and sense of humor

Other Areas Where I Worked

Purchasing (now materials management), medical
transcription, critical care, nursing administration
(now patient care services)

Favorite Pastimes

Traveling, shopping

Favorite Cafeteria Foods

Italian wedding soup

5 Years

Alice Ashman

Pediatric Unit

Michele Brooks

MICU-SICU

Martha Carr

Case Management

Phaedra Corcoran

Transitional Trauma Unit

Monique Coyle

Labor and Delivery

Joan Cuvo

LVPG

Linda Donio

HealthWorks

Robert Dwinell

Respiratory Care

Elizabeth Flannery

5K Medical-Surgical

Artoria Fox

Short Stay Hospital

Brad Frederick

Medical Records

Rachel Guerrero

Emergency Department

Arielle Howard

Hospitalist Program

Diane Keller

Grant Funded Scholarship

Barbara Labriola

5T Medical-Surgical

Jacqueline Laudenslager

Community Health

Danny Liaw

Hospitalist Program

Kenneth Markowitz

ABC Family Pediatricians

Lisa Martin

Pharmacy

Paul Mosca

Surgical Oncology

Carolyn Murphy

Medical Records

Suresh Nair

Hematology Oncology
Associates

Barbara Rice

LVPG

Barbara Rondon-Miranda

Nursing Float Pool

Timothy Rooney

Plant Engineering

Andrea Santiago

Operating Room

Cara Scheetz

Center for Healthy Aging

Tammy Schweizer

Behavioral Health

Jessica Spack

LVPG

Kamille Sprenkle

Physical Therapy

Brian Stano

Plant Engineering

Marie Zito

MICU-SICU