

LVHN to Join Memorial Sloan Kettering Cancer Alliance

New collaboration will enhance access to care

20 Years as a Top Hospital

U.S. News & World Report recognition

Sit + Share = Better Care

It will help us reach HCAHPS goals

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LVHN to Join Memorial Sloan Kettering Cancer Alliance

LVHN and Memorial Sloan Kettering (MSK) Cancer Center — the world's oldest and largest private cancer center — announced on August 4, 2015 the beginning of a unique collaboration aimed at improving LVHN patients' access to the latest and most effective cancer treatments and highest caliber cancer care. MSK president and chief executive officer (CEO) Craig Thompson, MD, announced that an agreement has been signed for LVHN to join the Memorial Sloan Kettering Cancer Alliance. The announcement was made in the Cancer Center atrium at LVH—Cedar Crest with numerous physicians and leaders from both organizations in attendance.



Established in 2013, the MSK Cancer Alliance is a partnership between Memorial Sloan Kettering and community oncology providers. Its goal is to bring the most current knowledge and advanced cancer care into the community setting. In September 2014, Hartford HealthCare, a multihospital health care system in Connecticut, became MSK's first alliance member. LVHN will be its second member.

"For more than a century, Memorial Sloan Kettering has been delivering exceptional, patient-focused cancer care and has generated the scientific discoveries necessary to further develop effective new treatments," Thompson says. "Today, we recognize the need to do more. Central to our mission is eradicating cancer, and through the MSK Cancer Alliance—and in collaboration with Lehigh Valley Health Network—we have a unique opportunity to share our knowledge and best practices with a wider patient population."

"Memorial Sloan Kettering chose Lehigh Valley Health Network because of our dedication to delivering high-quality, consistent cancer care across the region, and because of the proven expertise of our physicians and medical teams," says LVHN president and CEO Brian Nester, DO, MBA, FACOEP. "Our collaboration with MSK will save lives by bringing evidence-based, world-class standards to our entire health network."

Fulfilling a vital need in cancer care delivery

MSK's desire to create and grow this alliance was fueled in part by a 2013 Institute of Medicine report that described the challenges of delivering high-quality cancer care as a "national crisis." As advances in cancer science are happening at an ever-increasing rate, there is a realization that the adoption of lifesaving breakthroughs in clinical practice takes enormous resources and often too much time. Unfortunately, this is particularly the case in the community setting, where more than 80 percent of cancer care is delivered.

"MSK's strong desire to rapidly integrate these advances into the community setting will demonstrate real value to MSK and LVHN," says José Baselga, MD, PhD, physician-in-chief of Memorial Sloan Kettering.

“As knowledge is shared between MSK and LVHN, we will quickly make the latest, most effective cancer treatments available to the people of our community,” says Suresh Nair, MD, director of LVHN’s cancer program. “That’s the bottom line: Providing more hope and better outcomes for our patients.”

Looking ahead

In the coming months, MSK and LVHN will participate in a mutual process of collaboration and evaluation to determine how the organizations can best work together to improve care for patients and enhance cancer research at both organizations. Once that process is complete and LVHN becomes a member of the MSK Cancer Alliance, here is what will happen:

- Patients will benefit from expanded access to MSK clinical trials, as well as the latest discoveries in cancer research. Almost every important advance in cancer treatment has come as a result of clinical trials. Although LVHN currently offers the most clinical trials in the region, becoming a member of the Alliance will take local cancer research to the next level and give patient even more treatment options.
- LVHN physicians will meet with and discuss their more complex cancer cases with MSK physicians, who have experience in treating different and rare forms of cancers, as well as related blood disorders.
- LVHN physicians will have the opportunity to visit MSK to observe new techniques.
- Both institutions will share educational resources and begin the process of collecting and tracking data on quality of care, outcomes and patient satisfaction.

Such unprecedented levels of knowledge sharing – multiplied each time a member joins the MSK Cancer Alliance – will foster the rapid adoption and application of the latest and most effective cancer treatments in our community.

Access to clinical trials

Central to the MSK Cancer Alliance is the expansion and integration of MSK’s clinical trials program into the Lehigh Valley community and surrounding region. A clinical trial is a type of research study that tests a new medical approach – such as a drug or a combination of drugs – in people to make sure it is safe and effective. With more than 800 clinical trials currently available at its facilities, MSK is leading the nation’s effort in seeking new and better ways to treat the disease. Providing LVHN patients the opportunity to participate in these clinical trials – in addition to the approximately 100 trials already underway at LVHN – will further that mission. Patients will have access to new experimental treatments that may not be available at other community hospitals for up to five years.

LVHN’s story comes full circle

In August 1966, Dorothy Rider Pool was diagnosed with lung cancer. Her doctor referred her to Memorial Sloan Kettering, where Dorothy and her husband, Leonard Pool, met first-year resident Larry Levitt, MD. A lasting bond was created that years later led Levitt to Allentown, where he became Lehigh Valley Hospital’s first full-time neurologist. While Dorothy sadly lost her battle with cancer, the experience of having to travel to New York City for the best possible care inspired and motivated Mr. Pool to envision a “superior regional hospital” in the Lehigh Valley. Nearly 50 years later, his vision has become a reality through what today is known as Lehigh Valley Hospital–Cedar Crest, a hospital on [U.S. News & World Report’s Best Hospitals list](#) for 20 consecutive years.

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Today's announcement brings this special story full circle.

Mr. Pool's vision is supported today by the [Dorothy Rider Pool Health Care Trust](#). Established by Mr. Pool, the trust serves as a resource that enables LVHN to improve the health of the citizens of the region it serves.

LVH Ranked Nationally by US News & World Report for 20th Straight Year

Lehigh Valley Hospital (LVH) ranks for the 20th consecutive year as one of the nation's top hospitals on U.S. News & World Report's Best Hospitals list. LVH ranks number three among hospitals in Pennsylvania for the second consecutive year, and LVH–Muhlenberg ranks number 10 in the state. This is the first year both LVH and LVH–Muhlenberg rank among the top 10 hospitals in Pennsylvania.



The 2015-2016 list names LVH among the nation's top 3 percent of leading hospitals in seven categories:

- cardiology and heart surgery
- gastroenterology and GI surgery
- geriatrics
- gynecology
- orthopedics
- pulmonology
- urology

These specialties also made the 2014-2015 Best Hospitals list.

This is the 11th time cardiology and heart surgery, geriatrics, and urology have been on the list; the tenth for gastroenterology and GI surgery; the seventh for orthopedics; and the fourth for gynecology and pulmonology.

LVH is the only hospital in the area to make the U.S. News national rankings in at least one specialty area every year since 1996.

In addition to the Best Hospitals national rankings, U.S. News cites hospitals as “high-performing” in regional markets around the country. LVH and LVH–Muhlenberg both are recognized among the Best Hospitals in Northeastern Pennsylvania/Lehigh Valley and the Allentown-Bethlehem-Easton Metro Area. LVH–Muhlenberg is listed as a high-performer in diabetes and endocrinology, geriatrics and pulmonology, and its 10th place ranking statewide is up from number 24 one year ago.

“Inclusion for two decades on this exclusive and well-respected list puts our organization in a singular category with only a handful of the most accomplished health care systems nationwide,” says Brian Nester, DO, MBA, FACOEP, LVHN's president and chief executive officer. “Clearly, our community is in good hands being healed, comforted and cared for by our outstanding LVHN colleagues.”

U.S. News evaluates hospitals in 16 adult specialties. In most specialties, it ranks the nation's top 50 hospitals and recognizes other high-performing hospitals that provide care at nearly the level of their nationally ranked peers.

"A Best Hospital has demonstrated expertise in treating the most challenging patients," said Ben Harder, chief of health analysis at U.S. News. "A hospital that has emerged from our analysis as one of the best has much to be proud of."

U.S. News publishes Best Hospitals to help guide patients who need a high level of care because they face particularly difficult surgery, a challenging condition, or added risk because of other health problems or age. Objective measures such as patient survival and safety data, the adequacy of nurse staffing levels and other data largely determined the rankings in most specialties.

The specialty rankings and data were produced for U.S. News by RTI International, a leading research organization based in Research Triangle Park, N.C. Using the same data, U.S. News produced the state and metro rankings.

The rankings have been published at <http://health.usnews.com/best-hospitals> and will appear in print in the U.S. News Best Hospitals 2016 guidebook, available in bookstores and on newsstands in August.

— August 2015

HCAHPS Update

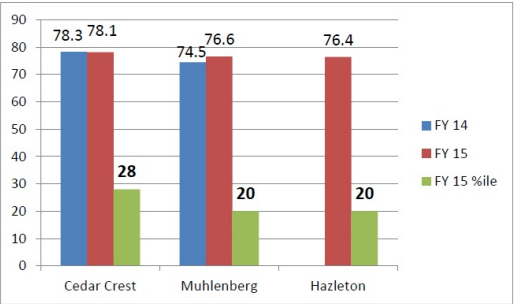
August 2015

Fiscal Year 15 showed an annual improvement in physician communication scores at LVH–Muhlenberg. However, there is a need for significant improvement at all campuses, with national rankings at less than the 30th percentile.

Given the stresses of The Joint Commission, Epic and ICD-10 on top of the regular demands for patient care, it can be a challenge to keep up with the patients’ perspective in their care. The easiest thing you can do is sit down. A 2012 study by the Patient Education Council showed that patients perceived that providers spent more time than the actual measured time regardless of sitting or standing. However, the “sitting” perceived time was 40 percent greater than standing (an extra 90 seconds). Now there are chairs dedicated to providers and staff for each private room. Within a month, we will have the added covers as pictured.



For questions or feedback on this article, contact [E.J. Rovella](#), MBA, MHA, FACHE, program manager for HCAHPS, 610-841-6799.



What Physicians Should Know About the Government's Data Transparency Initiative

In September 2014, the Centers for Medicare and Medicaid Services (CMS) launched what is known as the [Open Payments Website](#), the first public repository of national data detailing financial relationships between industry (medical device manufacturers and pharmaceutical companies) and health care providers.

The database was required by the Physician Payments Sunshine Act, a provision of the [Patient Protection and Affordable Care Act](#) (ACA). Its purpose is to make the public aware of payments that have the potential to inappropriately influence medical decision making. The website detailed more than \$3.5 billion in financial ties between medical-device and drug companies, and physicians and teaching hospitals, that were reported during the first five months of data collection, between August and December 2013.

The government is now in its second year of collecting and publishing this data. Records are organized into three categories: general payments, research payments, and physician ownership and investments. The Open Payments Website is intended to enhance transparency of payments for research, consulting and promotional work and other remuneration equal to \$10 or more, such as speaking fees, gifts, travel and meals.

Sen. Chuck Grassley, who spearheaded the ACA, was quoted as saying, "(Transparency) should empower consumers to learn whether their doctors take payments and, if so, why, and whether that matters to them." Those who support the Sunshine Act promote providing patients with access to information they believe will help them understand how payments may influence their doctors to prescribe certain drugs or order particular procedures or other services.

In April, as part of its continuing data transparency initiative, CMS released detailed data on more than 1 billion prescriptions dispensed to Medicare beneficiaries in 2013 under the Medicare Part D Prescription Drug Program. This information also is now publicly available on CMS' website. The data lists every prescriber, the type of drugs dispensed, the total number of prescriptions and total drug costs, along with other related information.

Providers have been cautioned that a potential whistleblower now can search the Open Payments Website to find out whether a prescribing physician received payments or anything else of value from a pharmaceutical company, and then compare that information against the Part D database to determine what types of drugs that physician prescribed, in order to build a False Claims Act (FCA) suit based upon a violation of the Anti-Kickback Statute. (A whistleblower can receive up to 30 percent of a FCA recovery.)

Physicians who treat Medicare beneficiaries should check the CMS databases to ensure all the information pertaining to them is correct.

For questions or feedback on this article, contact [Judy Ringholz, RN, JD, CHC](#), vice president, internal

What Physicians Should Know About the Government's Data Transparency Initiative - Lehigh Valley Health Network - A Passion For Better Medicine

audit and compliance services

— *August 2015*

Important Parking Changes for September 13 at LVH–Cedar Crest

On September 13, the LVHN Via Marathon will begin at LVH–Cedar Crest. This will impact employee and physician parking.

People leaving or arriving at LVH–Cedar Crest between 5 and 8:30 a.m. should allow extra travel time. The inner campus road and all corresponding parking lots located off Fish Hatchery Road will be closed to all through traffic. Employees or physicians who normally use these lots should use the lots located off Dulles Road, as indicated in blue on the map.



Click image for larger map.

For questions or feedback on this article, contact [Melissa Fitzgerald](#) in marketing and public affairs at 484-884-0813.

—August 2015

Board of Associates Celebrates 25th Anniversary

For the past 25 years, members of LVHN's Board of Associates (BOA) have served as our advocates and ambassadors in the community. The group marked its silver anniversary during a mixer in June at LVH-Cedar Crest. More than 100 members and guests attended.



The BOA should not be confused with LVHN's Board of Trustees, which is a separate and distinct entity. The BOA consists of business and community leaders with a mutual interest in helping their neighbors and community members become healthier. Members, who volunteer their time, have two primary responsibilities: Share important information about LVHN with their friends, family and co-workers, and share community feedback and questions with LVHN's senior leadership.

In his remarks at the event, LVHN president and chief executive officer Brian Nester, DO, MBA, FACOEP, described the BOA as our "eyes and ears" in the community. "Who else is going to look us squarely in the eye, point out our flaws and tell us what we need to do better?" he said.

To prepare for their advocacy role, members get updates from LVHN clinical and operational leaders at quarterly meetings. According to Lynald Silsbee, current member and BOA president from 1989-91, these meetings are as uplifting as they are educational. "We always leave with a strengthened loyalty to LVHN and confidence in its future," he says.

While BOA membership has steadily increased over the past quarter century (it now has 222 members), Nester says new members are always welcome.

For questions or feedback on this article (including more about the BOA and if you know any potential members), contact [Erin Holt](#) in marketing and public affairs.

— August 2015

Warding Off Burnout

Much like physicians, the advanced practice clinician's training is just a small look at the risks of burnout ahead. Long nights of studying, juggling of clinical rotations and meeting challenging grade expectations reinforce a strong work ethic and sense of responsibility that create a great practitioner. However, these very selfless qualities that attract individuals to the field are those that put them at a high risk for burnout.

Burnout is the complete fatigue of emotional, physical and mental faculties due to prolonged and overwhelming periods of stress. Providers tend to simply blame varying work pressures, including electronic medical record systems, sheer volume of documentation, and patient and employer demands. All these stressors are important to recognize and for health care organizations to continue to improve; however, providers can take a few very important self-care steps to prevent burnout.

Think of the words of wisdom that providers use to urge patients to lead a happy and healthy lifestyle. It is important that medical providers follow the same principles in their own lives. You can find rejuvenation through these avenues:

1. **Education** – Find a new niche of medicine to explore more about. Even better, develop a new hobby outside of medicine. Take the opportunity to learn more about an area of interest you have been putting off.
2. **Exercise** – Make the time. The health benefits are a given and come with an extra benefit of an improved sense of well-being.
3. **Networking** – Even the worst situations are better with teamwork and friends. Others are having similar experiences; open up and work together. Variety is important, though – spend time with friends who are not in medicine. Balance is key. There is more to life than work.

Based on Davis, MD, K. (2000, April 1). Balancing Act: Preventing Burnout. Retrieved July 14, 2015.

For questions or feedback on this article, contact [Jessica A. Rush](#).

SAVE THE DATE:

What: APC Mixer: A networking event. APCs are over 300 strong in the network. Come out and meet one another; libations and food to be provided.

When and where: The evening of October 5 in the Kasych Family Pavilion at LVH-Cedar Crest. (Stay tuned for more information.)

Caution Patients About OTC Dosing

Over-the-counter (OTC) labeling is a big concern for the average consumer. Patients can easily get into trouble if they do not read labels and understand what they are taking. If a patient takes a cold medicine that contains acetaminophen (APAP) and then takes additional Tylenol or a generic APAP every 4 to 6 hours, he or she could easily cross the 4-gram limit in a 24-hour period.

A study conducted by three California universities asked participants to read the packages on two APAP-containing OTC items to see if there was a common ingredient. Additionally, they were asked if they can take the products at the same time. Those with a medical background determined the products both contained APAP and should not be taken together. The nonmedical participants identified the common ingredient, but reported believing they could take them together because it was OTC. The average person believes that because an item is OTC, it is safe. This naïve belief puts people at risk.

Manufacturers strive to take up as much shelf space as they can. The more exposure they have, the more they will sell. This often leads to multiple package sizes. Is it necessary to have Claritin available in 5-, 10-, 20-, 45- and 70-count sizes, plus in regular, Reditab and Liqui-Gel form? It is, if occupying the most shelf space is key.

Another underhanded promotion manufacturers use is to give the same product different names in the attempt to increase sales. Excedrin Extra Strength and Excedrin Migraine are the exact same product: aspirin 250mg, APAP 250mg and caffeine 65mg. There is no difference in strength or ingredients, and Excedrin Tension Headache has an extra 250mg of APAP over the other two primary ingredients

Make sure that when you are doing your patient work-ups, you ask patients about all the OTC products they are taking and caution them accordingly. If you as the practitioner are unsure of the ingredients contained in these products, be sure to seek out the answer in an effort to keep your patients safe. Call Health Spectrum or any pharmacy, and we can advise you accordingly.

New Drugs:

- Namazatic 14/10mg, 28/10mg capsules: *Memantine HCL and Donepezil HCL*. Treatment of moderate to severe dementia of the Alzheimer’s type.
- Stiolto Respimat 2.5/2.5mcg inhalation spray: *Tiotropium Br/ Olodaterol*. A combination of an anticholinergic and a long-acting beta2-adrenergic agonist for the long-term once daily maintenance of airflow obstruction in COPD.
- New FDA caution on Daytrana Patches: It can cause a permanent loss of skin color (chemical leukoderma) at the application site.

New Generics:

- Actonel 5, 30 and 35mg tablets: *Risedronate*
- Aggrenox 25/200 capsules: *Aspirin/Dipyridamole ER*
- Femhrt 0.5/2.5mcg tablets (28-count pack): *Norethindrone Acetate/Estinyl Estradiol*
- Focalin XR 5, 10, 15, 20, 30 and 40mg capsules: *Dexmethylphenidate HCL ER*
- Intuniv 1, 2, 3 and 4mg tablets: *Guanfacine ER*
- Lumigan 0.03% drops: *Bimatoprost*
- Mestinon 180mg tablets: *Pyridostigmine*
- Naftin 1% cream: *Naftifine*
- Zyvox 600mg tablet: *Linezolid*

For questions or feedback on this article, contact [Jay Needle](#) RPh, manager, Health Spectrum Pharmacy, LVH-Muhlenberg, 484-884-7004.

Introducing Two New Mobile Apps Available Through Library Services

Library services is proud to announce two new mobile apps available through our Digital Library's subscriptions for both Apple and Android devices. The best part is, they are free.

- **Reprotox** – This app contains summaries on the effects of medications, chemicals, infections and physical agents on pregnancy, reproduction and development. Download the app from your device's app store. When prompted to log in, use LVHN as the last name and 40091103 for the account number.
- **JAMA Network Challenge Quiz app** – Download this app from your device's app store and get ready to hone your diagnostic skills by using case reports and images from JAMA Network journals.

To access instructions for all of our mobile resources, visit the [Mobile Resources](#) page on the Digital Library's home page. Go to "Find Fast/Library Services" and click on "Mobile Resources" on the left.

For questions or feedback on this article (or on Digital Library resources), contact library services at 610-402-8410.

Who's New

Medical staff new appointments

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Provisional active



Leadership Appointments

Department of Surgery

James L. Guzzo, MD

Chief, Division of Vascular and Endovascular Surgery

Patient Care Units, Laboratories and Programs

Jillian M. Diasio, PA-C

Coordinator, 5B and 5C – LVH–Cedar Crest

Change of Practice

Amil M. Qureshi, DO

From: LVPG Family Medicine–Cetronia Road

To: LVPG Pediatrics–Center Valley

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New Phone Number

Saeed Bazel, MD

Phone: 610-349-7491

Status Change to Emeritus

Gerald K. Millheim, DMD

Department of Dental Medicine

Division of General Dentistry

(LVH Department of Dental Medicine) From: Active To: Emeritus

Brian A. Nester, DO, MBA, FACOEP Department of Emergency

Medicine Division of Emergency Medicine

(Executive Office)

From: Medical Administrative To: Emeritus

Status Change to Honorary Status

Arthur L. Levine, MD

Department of Medicine

Division of Nephrology

(Valley Kidney Specialists, PC)

From: Active To: Honorary Status

Resignations

Sarfraz Alam, MD

Department of Emergency Medicine Division of Emergency Medicine

(LVH–Muhlenberg Emergency Medicine)

Melissa S. Auer, DO

Department of Medicine

Division of General Internal Medicine

(LVH Department of Medicine)

Andrew N. Bausch, MD

Department of Surgery

Division of Ophthalmology

(Bausch and Jones Eye Associates)

Courtney E. Bennett, DO

Department of Medicine

Division of General Internal Medicine

(Courtney E. Bennett, DO)

Steven J. Crellin, DO

Department of Emergency Medicine

Division of Emergency Medicine

(LVH–Muhlenberg Emergency Medicine)

Leonel Diaz, Jr., DO

Department of Emergency Medicine

Division of Emergency Medicine

(LVH–Muhlenberg Emergency Medicine)

Lorraine A. Dickey, MD, MBA

Department of Pediatrics

Division of Neonatology

(LVPG Neonatology)

Ryan S. Evans, DO

Department of Medicine

Division of General Internal Medicine

(LVH Department of Medicine)

Charles W. Frankhouser, MD

Department of Medicine

Division of General Internal Medicine

(Afterhours Physician Coverage Group)

Brian C. Friel, DO
Department of Medicine
Division of General Internal Medicine
(LVH Department of Medicine)

Liana T. Joa, MD
Department of Medicine
Division of General Internal Medicine
(LVH Department of Medicine)

Avinash Kambhampati, DO
Department of Emergency Medicine
Division of Emergency Medicine
(LVH–Muhlenberg Emergency Medicine)

Kalif A. Kendig, DO
Department of Emergency Medicine
Division of Emergency Medicine
(LVH–Muhlenberg Emergency Medicine)

Sandra J. Latona, MD
Department of Medicine
Division of General Internal Medicine
Section of Hospital Medicine
(LVHN Hospital Medicine at Muhlenberg)

Inna K. Massaro, DO
Department of Emergency Medicine
Division of Emergency Medicine
(LVPD Emergency Medicine)

Richard C. Massaro, DO
Department of Medicine
Division of General Internal Medicine
(Afterhours Physician Coverage Group)

Brian R. Miller, DO

Department of Medicine
Division of General Internal Medicine
(LVH Department of Medicine)

Thomas M. Nappe, DO

Department of Emergency Medicine
Division of Emergency Medicine
(LVH–Muhlenberg Emergency Medicine)

Yassir Nawaz, MD

Department of Medicine
Division of General Internal Medicine
(Afterhours Physician Coverage Group)

Aaron S. Ratner, DO

Department of Emergency Medicine
Division of Emergency Medicine
(LVH–Muhlenberg Emergency Medicine)

Jeffery P. Reboul, DO

Department of Emergency Medicine
Division of Emergency Medicine
(LVH–Muhlenberg Emergency Medicine)

Douglas A. Sturm, DO

Department of Emergency Medicine
Division of Emergency Medicine
(LVH–Muhlenberg Emergency Medicine)

Allied Health Staff

New Appointments

Carol Ann M. Faust, RPh

Inpatient Pharmacist

LVHN Pharmacy Services

Lehigh Valley Health Network

Lehigh Valley Hospital

Cedar Crest and I-78, P.O. Box 689

Inpatient Pharmacy

Allentown, PA 18105-1556

Phone: 610-402-8881 Fax: 610-402-8054

Supervising Physician: Bruce A. Feldman, DO



Amy L. Jedlovec, PA-C

Physician Assistant-Certified

LVPG Family Medicine–Moselem Springs

Lehigh Valley Physician Group

14351 Kutztown Road

Fleetwood, PA 19522-9273

Phone: 610-944-8800 Fax: 610-944-8213

Supervising Physician: W. William Shay, DO



Sayonara Lopez

Dental Assistant

Pediatric Dentistry

1517 Pond Road, Suite 201

Allentown, PA 18104-2253

Phone: 610-395-4800 Fax: 610-395-7080

Supervising Physician: Phillip K. Brinton, DDS



Judith A. Madaus, CRNP

Certified Registered Nurse Practitioner

OACIS Services

Lehigh Valley Physician Group

2166 S. 12th St., Suite 402

Allentown, PA 18103-4792

Phone: 610-969-0100 Fax: 610-969-0101

Supervising Physician: Daniel E. Ray, MD



Suzanne M. Medina, CRNP

Certified Registered Nurse Practitioner

LVPG Adult and Pediatric Psychiatry–Muhlenberg

Lehigh Valley Physician Group

2545 Schoenersville Road

Bethlehem, PA 18017-7384

Phone: 610-297-7500 Fax: 610-297-7533

Supervising Physician: Christi A. Weston, MD, PhD



Jessica M. Phillippy, PA-C

Physician Assistant-Certified

LVPG Family Medicine–Moselem Springs

Lehigh Valley Physician Group

14351 Kutztown Road

Fleetwood, PA 19522-9273

Phone: 610-944-8800 Fax: 610-944-8213

Supervising Physician: W. William Shay, DO



Lindsay G. Pokallus, PharmD

Inpatient Pharmacist

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Supervising Physician: Bruce A. Feldman, DO



Alicia G. Pratt, CRNP

Certified Registered Nurse Practitioner

LVPG General and Bariatric Surgery-1240 Cedar Crest

Lehigh Valley Physician Group

1240 S. Cedar Crest Blvd., Suite 208

Allentown, PA 18103-6218

Phone: 610-402-9780 Fax: 610-402-9799

Supervising Physician: Paul B. Cesanek, MD



Danielle M. Sciss

Medical Assistant

Youngs Medical Equipment

2710 Emrick Blvd.

Bethlehem, PA 18020-8012

Phone: 800-258-7770 Fax: 610-867-7023

Supervising Physician: Richard J. Strobel, MD



Jonna L. Smolick, PharmD

Inpatient Pharmacist

LVHN Pharmacy Services

Lehigh Valley Health Network

Lehigh Valley Hospital

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Supervising Physician: Bruce A. Feldman, DO



Laura M. Williams, PharmD

Inpatient Pharmacist

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Lehigh Valley Hospital

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Allentown, PA 18105-1556

Phone: 610-402-8881 Fax: 610-402-8054

Supervising Physician: Bruce A. Feldman, DO



Additional Practitioner Category

Joshua D. Sellke

From: Mapping Support Specialist

To: Mapping Support Specialist/Pacemaker/ICD Technician

(St. Jude Medical – Gregory T. Altemose, MD)

Change of Supervising Physician

Denise Martinez, CRNP

Certified Registered Nurse Practitioner
(Urology Specialists of the Lehigh Valley)
From: John B. Maggioncalda, MD, PhD
To: Brian P. Murphy, MD

Carin M. Minchew, PA-C

Physician Assistant-Certified
(LVPG General and Trauma Surgery–1240 Cedar Crest)
From: David W. Scaff, DO
To: Daniel M. Roesler, MD

Change of Supervising Physician and Group

Geoffrey P. Carlson, PA-C

Physician Assistant-Certified
From: LVPG Family Medicine–Blandon – Joselito A. Ouano, MD
To: LVPG Family Medicine–Fogelsville – Vanessa J. Eiswerth, DO

Change of Practice

Justina A. Momah, CRNP

From: LVPG Family Medicine–Easton Ave.
To: Lehigh Valley Hospital–Enhanced Recovery After Surgery
Lehigh Valley Health Network
Lehigh Valley Hospital
Cedar Crest and I-78, P.O. Box 689
Allentown, PA 18105-1556
Phone: 484-862-3252 Fax: 484-862-3276

Resignations

Jamie L. Bongiovi, LCSW

Licensed Clinical Social Worker

(LVPG Adult and Pediatric Psychiatry–1259 Cedar Crest)

Tara I. Burgon, CRNP

Certified Registered Nurse Practitioner

(Lehigh Valley Physicians Practice)

Dawn M. Feuerstein, CRNA

Certified Registered Nurse Anesthetist

(Lehigh Valley Anesthesia Services, PC)

Ashley L. Godla, CRNP

Certified Registered Nurse Practitioner

(Allentown Anesthesia Associates, Inc)

Danielle Goodwin, PsyD

Psychologist

(LVPG Adult and Pediatric Psychiatry–1259 Cedar Crest)

Eugenia V. Pearson, CRNP

Certified Registered Nurse Practitioner

(LVPG Cardiac and Thoracic Surgery–1250 Cedar Crest)

Geno Zini, PA-C

Physician Assistant-Certified

(LVPG Neurocritical Care)

Papers, Publications and Presentations

August 2015

- Members of the department of family medicine – Anita Kurt, PhD, RN; Charity Curtis, MPH; Melanie Johnson, MPA; **Henry Liu, MD**; **Beth A. Careyva, MD**; Jerry Chang; Alex Winter; Claudia P. Santiago, BA; Wendy H. York, BS, MA; Kathleen Straubinger, RN, BSN, and **Brian Stello, MD** – presented at the 2015 NAPCRG PBRN conference held June 29 and 30 in Bethesda, Md. Their presentation was titled “Participation in clinical research: A thorough explanation in their own language helps family medicine patients decide.”
- Jeff Sternlieb, PhD, with the department of family medicine, presented “The emotional impact of patient care and what we can do about it” at Orange Medical Center Grand Rounds, in Middletown, N.Y., on July 9.
- Allison Rusgo, MHS, PA-C; Colleen Kennedy, MD, and Jeanne L. Jacoby, MD, FACEP, of the department of emergency medicine, co-authored an article, “A puzzling case of arm paresthesias.” It was published in the Journal of the American Academy of Physician Assistants, Volume 28, Number 7, July 2015.
- Nainesh C. Patel, MD, with the division of cardiology, co-authored an article, “Outcomes of comatose cardiac arrest survivors with and without STEMI: Importance of coronary angiography.” It was published June 24 in the online edition of the Journal of the American College of Cardiology.

Congratulations

August 2015

[Eric P. Schneider, DO](#), division of emergency medicine, was recently certified in emergency medicine by the American Osteopathic Board of Emergency Medicine. He has been a member of the Medical Staff since August 2012. He is in practice with [LVPG-Emergency Medicine](#).

[Gregory Smeriglio, Jr., DO](#), division of emergency medicine, was recently certified in emergency medicine by the American Osteopathic Board of Emergency Medicine. He has been a member of the Medical Staff since December 2010. He is in practice with [LVPG-Emergency Medicine](#).