



Here are the latest encouraging stories, health tips and news items.

*\*COVID-19 stories highlighted in blue*

## JUST FOR COLLEAGUES



### Colleague Engagement Survey is Underway

Provide feedback about your work experience through May 10.



### So Much Has Happened Since the Last Survey

Dr. Nester shares everything LVHN has done for you over the last year.



CEO UPDATE VIDEO

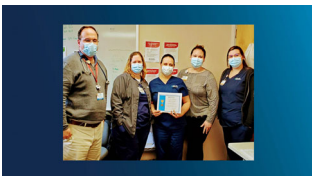
### CEO Update Video: Three Important Things I'd Like You to Do

Dr. Nester asks you to help create "Better Days Ahead."



### Watch April's Leader to Leader – Video

HR colleagues share how we are recruiting and retaining staff.



### Michelle Strausser is PSR MVP Award Recipient

Learn how she goes above and beyond for patients and colleagues.

## HEALTH TIPS



### Virtual Reality for Brain Surgery

Surgeons and patients “fly” through the brain with this technology.

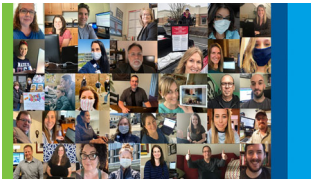
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## NEWS

**APRIL 21  
DORNEY CLINIC  
RESCHEDULED  
DUE TO WEATHER**

### April 21 Dorney Park Mass Vaccination Clinic Rescheduled to April 23 Due to Weather

All appointments will be moved to Friday at the same time as the original appointment.



### LVHN Receives National Recognition for Crisis Communications

Read the steps LVHN took to keep the community informed.



### LVHN COVID-19 Report – Updated April 19

Reduce the spread by encouraging others to get the vaccine.

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## IN THE NEWS

### LVHN vaccinates one-day high of more than 9,200 on April 14

April 16, 2021 | tnonline.com

### Phantoms host vaccination event at PPL Center

April 19, 2021 | wfmz.com

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Share your story at [LVHN.org/stories](https://www.lvhn.org/stories).



## 2021 Colleague Engagement Survey is Underway

April 19, 2021

The 2021 Colleague Engagement Survey is open. It began Monday, April 19, and continues through May 10. It's your chance to provide feedback about your experience working at LVHN. We'll [use your survey answers and take action](#) to make LVHN an even better place to work and grow.

**On April 19, you received an email from [survey@smdhr.com](mailto:survey@smdhr.com).** The email contains a link to the survey, which is being administered by the independent firm SMD (a Press Ganey Solution). "Our most important commitment is to ensure the confidentiality of

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2021 Colleague Engagement Survey is Underway



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individual responses is preserved at all times,” says SMD Cofounder and Managing Partner Scott Mondore. “No one at LVHN is ever allowed to access any individual responses.” You have until May 10 to take the survey.

**What happens next?** SMD will compile the results. Then, senior leaders will review network-wide results and identify opportunities for improvement. Based on your answers, they’ll explore immediate and long-range tactics (such as new policies or programs) to make LVHN a better place to work. Managers will receive department-specific results. They’ll attend SMD information sessions and receive tools to develop a People/Engagement Goal with colleagues that will make their department a better place to work.

**Don’t hesitate.** Take the 2021 Colleague Engagement Survey as soon as you can and help make LVHN – a [Fortune Best Workplace in Health Care and Biopharma](#) – an even better place to work and grow. #Survey



## So Much Has Happened Since the Last Colleague Engagement Survey

April 21, 2021

**This message is from Brian A. Nester, DO, MBA, President and Chief Executive Officer,  
and Lynn Turner, Senior Vice President and Chief Human Resources Officer.**

Every year, we ask for your open and honest feedback about your work experience at LVHN during the Colleague Engagement Survey. In 2020, more than 12,500 colleagues

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So Much Has Happened Since the Last Colleague Engagement Survey



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(68.7% of our workforce) participated. We listened to you and took action.

Our annual survey is how we create “Better Days Ahead” for you. This year [the survey is taking place from April 19 through May 10](#). Your voice is important as we listen to your feedback and take action based on what you tell us to make LVHN an even better place to work and grow.

The last time all colleagues participated in LVHN’s annual Colleague Engagement Survey, we were only two months into the pandemic. During the pandemic, we did our very best to help support your heroic work. We made certain that LVHN maintained an unwavering commitment to our colleagues.

Here’s a look at everything LVHN did over the past 12 months to create “Better Days Ahead.” These programs cost LVHN more than **\$100 million** to implement.

### **Support for you\***

- Annual [merit-based pay increase](#) awarded
- Full-time colleagues received \$550 [SSP bonus](#); part-time colleagues \$275
- LVHN [contributions to Defined Contribution Pension Plan continued](#) during the pandemic
- [LVHN Health Plan premiums](#) remained the same
- Roth IRA option added to LVHN 403(b)/401(k) helps you save for retirement
- [Use unspent 2020 FSA funds](#) in 2021
- Online Retiree Resource Center coming summer 2021

*\*If applicable*

### **Wellness for you\***

- Colleague Resource Center [“Compassion for Colleagues”](#) resources help you

during the pandemic

- [Pet adoption benefit](#) connects 70 colleagues with new furry friends
- [Wellness Time](#) awarded
- 40 additional hours of [PTO can be carried over](#) into FY22 (with vice president approval)
- Virtual fitness offerings, work wellness and mindfulness exercises provided
- [Drop-in counseling](#) and [emotional wellness support](#)

*\*If applicable*

### **Helping you grow and learn**

- Virtual [career development classes](#) offered
- Certificate programs in management, customer service and administrative professionals provided
- Colleague Concierge services help colleagues transition to or find new opportunities
- [Career development sessions and on-demand resources](#) for colleagues, managers and leaders

### **Cultivating our culture**

- [Actions Against Racism and Advancing Equity Council](#) created
- Recognized as “[LGBTQ Healthcare Equality Leader](#)” by the Human Rights Campaign’s Healthcare Equality Index
- New [core values](#) introduced (compassion, integrity, collaboration and excellence)
- Zero tolerance for workplace violence

- [Listening sessions](#) to share your experiences and thoughts on diversity and inclusion

## Recognizing amazing colleagues

- Named a [Best Workplace in Health Care and Biopharma](#) by Fortune
- [Great Place to Work](#) certified
- [Performance review process](#) streamlined
- 22 [Colleague Engagement Megastar Awards](#) presented
- 31 [Service Excellence Awards](#) presented
- Rewarding gifts throughout the year included Turkey Toss, knitted hats, masks and more

As we approach fiscal year 2022, we are evaluating additional benefits to keep you and your family safe and healthy. Additional security guard positions will be added throughout the health network as we work toward eliminating workplace violence incidents. We know these are challenging times, but we always want to do more to create a better colleague experience for you.

**Please take the 2021 [Colleague Engagement Survey](#) April 19 through May 10. Your individual responses will remain confidential.** By this time you should have received an email at work from [survey@smdhr.com](mailto:survey@smdhr.com) that contains a link to the survey.

Thank you for all you do every day. Better days are ahead for our colleagues, patients and the communities we serve.





## CEO UPDATE VIDEO

# CEO Update Video: Three Important Things I'd Like You to Do

April 20, 2021

LVHN President and CEO Brian A. Nester, DO, MBA, is asking you to consider doing three things to help us create "Better Days Ahead" for you, your family and friends, and your colleagues. Watch the video or read the transcript below.



CEO Update, Three Important Things I'd Like You to Do

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CEO Update Video: Three Important Things I'd Like You to Do



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Spring is here, and I'm sure you have a lot of things on your "to-do list." So, I hope you don't mind if I give you a just a few more things for your consideration. These "to-dos" are very important, but don't worry, they're really easy, too. And, they'll help us create "Better Days Ahead" for you, your family and friends, and your colleagues.

**One. Get vaccinated.** If you already checked that one off your list, good for you, and thank you. Getting vaccinated is the most important thing you can do to help stop the spread of the coronavirus. Join the thousands of colleagues who have already been vaccinated. And remember, the COVID vaccine is proven to be safe and effective. As colleagues who work for a nationally recognized health system, it's our responsibility to get vaccinated. So be a good role model. Do your part. Get your shot.

**Two. Encourage everyone you know to get vaccinated.** Vaccine supply is improving, and everyone age 16 and older is eligible for vaccination, as per the state's plan. If you know someone who is apprehensive about the vaccine, encourage them to visit [LVHN.org](http://LVHN.org) for the facts. Then, tell them to schedule a vaccination appointment in one of three ways:

- Those who have a [MyLVHN](#) account can schedule through the portal.

Those who do not have a MyLVHN account can now schedule an appointment by visiting [LVHN.org/appointment](https://www.lvhn.org/appointment).

- And, people who do not have access to technology can call our COVID-19 Vaccine Hotline at 833-584-6283 .

**The third thing I ask you to do is take the Colleague Engagement Survey.** Our annual survey is how we create [better days ahead for you](#), by listening to you. During the pandemic, we did our very best to help support your heroic work. While many of our colleagues have family members who lost jobs, we made certain LVHN continued to make ALL of our pension fund payments, as well as our matching contributions to your 403b plan, and we made certain to provide merit increases, market adjustments where appropriate, and SSP bonus payouts. We also halted any increase in your health insurance payments. Many of our peer organizations in this region just weren't able to provide this level of sustained financial support and instead replaced these types of benefits with one-time recognition efforts.

In addition to your financial health, we continue to be concerned with your overall wellness. We introduced a “Compassion for Colleagues” section on the Colleague Resource Center to link you with resources to help you and your loved ones get through these difficult times. We introduced a Rescue Pet Adoption benefit, a Wellness Day to recharge, additional PTO carryover, virtual fitness classes and drop-in counseling – all to help support your mental well-being.

As we approach fiscal year 2022, we are even evaluating additional benefits to try and keep you and your family healthy, especially during the COVID-19 crisis. We know these are challenging times, but we always want to do more to create a better colleague experience for you. So, please take the survey anytime from April 19 and May 10. Your individual responses remain confidential. We'll listen to your feedback and take action based on what you tell us to make LVHN an even better place to work and grow.

Thank you for all you do every day, for checking these additional items off your “to-do” list, and for creating Better Days Ahead for our colleagues, patients and the communities we serve.





## Watch Leader to Leader, April 2021

April 20, 2021

LVHN's annual Education Session was held during April's Leader to Leader Meeting. During the session, colleagues from human resources discussed how we are creating Better Days Ahead by retaining and recruiting staff at LVHN. Use the attached talking points to learn and share the information presented at the meeting with colleagues on your team. Then click below to watch each presentation.

[Partner of the Month Award](#)

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Watch Leader to Leader, April 2021



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Ashley Bubbenmoyer, Project Manager, LVPG

### **How We Hire and Orientation**

Megan Morris, Director, Talent Acquisition

### **Job Descriptions and Performance Management**

Matt Maidman, Manager, Colleague Rewards and Executive Compensation  
Kelly Payne, Senior Consultant, Leadership and Organizational Development

### **Professional Development**

Kelly Payne, Senior Consultant, Leadership and Organizational Development

### **Engagement and Retention**

Trisha Basile, Director, Colleague Relations

### **Ways We Care**

Deb Dobrina, Director, Colleague Rewards and Benefits

### **Great Colleagues, Great Place to Work!**

Lynn Turner, Senior Vice President and Chief Human Resources Officer



## Attend April 2021 PB and PSR User Group Meeting

April 19, 2021

The Physician Billing and Patient Services Representative (PSR) User Group meeting is the perfect place for practice staff to learn new ways to enhance standard work, improve patient access and integrate countermeasures in a safe, team-focused environment.

January's PSR MVP Award winner is Michelle Strausser, Patient Service Representative and Site Lead at Schuylkill Medical Plaza Family Medicine Clinic.

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Attend April 2021 PB and PSR User Group Meeting



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“No matter what is asked of her, Michelle always obliges without hesitation,” says Becky Weyand, Practice Manager, LVPG Family Medicine/ExpressCARE Schuylkill. “In addition to working full time at the family medicine clinic, Michelle also assists at ExpressCARE, picking up many hours of overtime to assist with the increase in volumes at the clinic due to COVID-19 testing.”

Strausser’s commitment reaches beyond PTO days. During the week of Thanksgiving and while on PTO, she picked up turkeys at LVHN’s Turkey Toss for all the ExpressCARE and Family Medicine staff. “Michelle is the familiar face to many family medicine patients,” Weyand says. This story proves it.

In November, an older gentleman who is a patient of Machenzie Mady, DO, was hospitalized at LVH–Cedar Crest. Upon his discharge, he came to the family medicine clinic for a checkup. The patient mentioned to Strausser that he had left his cellphone at the hospital and worried about retrieving because he did not have transportation. She knew this was the patient’s only line of communication and had no other support systems to help. Not hesitating, she drove to Allentown (a one-hour drive) after her shift to retrieve the phone. When she returned, she delivered to the patient’s home. The patient teared up and was extremely thankful for her compassion and empathy.”

“Michelle exhibits LVHN’s core values with each and every interaction,” Weyand says. “I am truly thankful to have Michelle as part of my team. She is an asset to LVPG and LVHN in every sense of the word.”

Join us in congratulating Michelle!

Questions about the PB and PSR User Groups topics, resources or how to register for or join the Webex meeting, may be directed to [Hollie\\_L.Keiter@lvhn.org](mailto:Hollie_L.Keiter@lvhn.org).





## Virtual Reality for Brain Surgery

*New LVHN Neurosurgeon brings innovative technology to the Lehigh Valley*

April 15, 2021

BY KATIE CAVENDER

Virtual reality (VR) allows everyday people to fly to new lands in video games. Augmented reality (AR) takes fighter pilots through scenarios training them for the unexpected. Artificial Intelligence (AI) predicts what people will write in texts before they've completed a sentence. Extended reality (XR) is an overarching term for all three of these technologies. And now brain surgeons and patients also can use XR to fly

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Virtual Reality for Brain Surgery



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through the brain. Why is this so important? If you find yourself in need of complex brain surgery, not only can you better visualize your upcoming procedure, your surgeon also gains additional insight. [Walter Jean, MD, Lehigh Valley Health Network Chief of Neurosurgery](#), is the only physician in the area using this groundbreaking technology.

### **Helping patients visualize their brain**

“We meet hundreds of patients and explain to them our surgical plan. That communication can be difficult at times,” Jean says. “Once we have a patient’s brain scans loaded into the augmented reality software, they have the ability to see their own anatomy to gain a better understanding.” When patients place the headset over their eyes, they are transported to a virtual replica of their own brain. This technology, called Surgical Theater®, allows them to feel as though they are flying through their own anatomy. The experience offers a visual explanation that often is easier to understand than medical terminology.

### **Creating a plan of attack**

The second benefit of Surgical Theater is that it allows brain surgeons to create a surgery plan by simulating different scenarios to find the best approach. “The genesis of the technology is from air fighter pilots. The founders of the company discovered they could use the same technology in the medical field,” Jean says. Just like fighter pilots, brain surgeons are able to practice unique scenarios to be fully prepared for their mission.

### **X-ray vision**

By now, you are probably imagining XR as superhero powers that assist a hero in doing important work. If that image hadn’t come to mind yet, X-ray vision should seal the deal. Extended reality allows surgeons to operate with “X-ray” vision to reach their targets safely and to stay out of danger by avoiding critical “no-fly” zones in the brain. “Every patient’s problem is unique. We design the surgical approach for every operation to fit the individual’s problem,” Jean says.

***Learn more about Jean at [LVHN.org/WCJean](https://www.lvh.org/WCJean).***

## About Walter Jean, MD

Jean joined Lehigh Valley Health Network in February. He is a board-certified neurosurgeon with expertise in complex intracranial surgery. Jean is known worldwide for his expertise in complex brain surgery. His acclaimed textbook, "Skull Base Surgery: Strategies," is used by neurosurgeons across the globe to learn about open and endoscopic skull base surgery. As a pioneer, Jean utilizes virtual reality in neurosurgery and brings this revolutionary technology to the Lehigh Valley.



## APRIL 21 DORNEY CLINIC RESCHEDULED DUE TO WEATHER

### April 21 Dorney Park Mass Vaccination Clinic Rescheduled to April 23 Due to Weather

April 20, 2021

In an abundance of caution and for the safety and concern of community members and for colleagues, LVHN rescheduled the April 21 mass vaccination drive-through clinic at Dorney Park & Wildwater Kingdom because of the threat of severe thunderstorms. All 4,000 appointments will be moved to Friday, April 23, at the same time as the original appointment. LVHN understands this may not be convenient for everyone, and those that need to reschedule their appointment for a different day or time may do so by

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April 21 Dorney Park Mass Vaccination Clinic Rescheduled to April 23 Due to Weather



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calling LVHN's COVID-19 Vaccine Hotline at 833-584-6283  (833-LVHN-CVD). The COVID-19 Vaccine Hotline hours of operation are Monday-Friday 8:30 a.m.-5:30 p.m. and Saturday-Sunday 9 a.m.-5 p.m.



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## LVHN Receives National Recognition for Crisis Communications

April 15, 2021

BY KATIE CAVENDER

Think back to March 11, 2020 – the day a pandemic was declared by the [World Health Organization](#). What did you do to protect yourself and your family? Most people were hungry for more information and searching the internet to find answers to all their questions. What is the coronavirus? What should I do if someone in my family becomes

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LVHN Receives National Recognition for Crisis Communications



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sick? Should I wear a face mask?

On the other end of those Google searches were the communication teams of health networks across the country trying to provide timely answers about the virus, care and updates about their community's health. [Lehigh Valley Health Network's](#) communications not only met the community's needs, they earned national recognition from [PR Daily](#) as Content Team of the Year and from [PR News CSR](#) for crisis communications.

"It takes collaboration between many teams to respond to a crisis like the COVID-19 pandemic," says [Brian Nester, DO, MBA, LVHN President and CEO](#). "The LVHN marketing and public affairs team rose to the challenge. Every step of the way they kept our community informed about the coronavirus, virtual care and testing, all while reassuring them that LVHN was their trusted partner in health. To say that these awards are well deserved is an understatement."

### **Communicating during the first 100 days of the pandemic**

Quickly, LVHN responded to the crisis by reinventing virtual care and [setting up dedicated COVID-19 testing centers](#). The communications team distributed this critical information while easing fears and uncertainty. Here are the steps LVHN took to keep our community up to date:

- **Set the stage** – In just one day, LVHN created the community's online hub for LVHN [COVID-19 preparedness and care](#) and transformed the health network's news blog into a redesigned [#LVHNCOVIDSTRONG blog](#) for COVID-19 news, health tips and encouraging stories. On social media, the team encouraged content submissions and usage of the hashtag [#LVHNCOVIDSTRONG](#) to communicate resilience.
- **Educated about the virus and health** – Community members learned about COVID-19 symptoms, [how to stay healthy](#) and what to do when they became sick. LVHN encouraged the community "Don't Put Your Health on Hold" through [animated videos](#), [infographics](#) and [quote graphics](#). Using emails, blog posts, social media ([Instagram](#), [Facebook](#), [Twitter](#) and [LinkedIn](#)), ads, letters, news

releases and other methods, information was shared throughout the day (and night, if necessary).

- **Informed about LVHN services and announcements** – [Bright red graphics with the headline “Stop and Read”](#) conveyed the importance of our public service announcements. Red messages later turned green to share reopenings and safe care during recovery. Next, LVHN created webpages and social posts about how we provide [safe care](#), the latest [statistics about COVID-19 at LVHN](#) and how to [support LVHN’s fight against the virus](#).
- **Told powerful stories** – A team member was always there to capture [inspiring moments on camera](#), [tell moving stories](#) or share [community member photos](#) and videos. LVHN [captured the celebrations](#) when COVID-19 patients were discharged and reunited with loved ones and [positioned each video to tell a unique story](#) (with captions). In fact, we were [among the first in the nation](#) to capture such celebration. LVHN celebrated heroes by broadcasting celebratory [parades via Facebook Live](#) and profiled them in a behind-the-scenes series called [Voices From the Front Lines](#).
- **Built comradery** – The team implemented engaging social campaigns, such as [#ShaveAgainstCOVID](#), to inspire our community to join our heroes in shaving (for safe N-95 mask usage) and post their images with the hashtag. LVHN encouraged our audiences to [change their social avatars](#) – first, to a branded stay home graphic and later to stay safe. Through a video series, [Coffee with Arielle](#), a social worker gave tips and encouragement to stay strong over coffee chat.
- **Remained prepared to pivot quickly** – LVHN not only stayed up to date on updates from the CDC, the team analyzed social, web and blog data to determine what content was needed moving forward. They shared information in a variety of ways to appeal to different audiences, including [infographics](#).

## Community’s response

Data showed that LVHN’s efforts worked, and that people were listening:

- LVHN.org and blog searches nearly doubled.



- LVHN social media accounts had nearly 1 million engagements (likes, comments and shares).
- LVHN-owned websites ranked No. 1 in Google for 210 search terms, some above CDC.

“I just want to thank you for all the positive Facebook updates, hard work, dedication, preparedness and overall amazing work your hospital, staff and public relations people are doing! You deserve the highest of praise – you truly have gone above and beyond,” said a community member through the LVHN.org feedback form.

### **Not done yet**

The pandemic isn't over, and this team is continuing to provide information related to COVID-19, new strains and vaccines. Here are some helpful links to keep you in the know.

- [COVID-19 Help Center](#)
- [COVID-19 Vaccines](#)
- [Information about MyLVHN \(LVHN patient portal\)](#)
- [#LVHNCOVIDSTRONG Blog](#)

# LVHN COVID-19 Report

See the latest statistics about COVID-19 testing and care at LVHN

Lehigh Valley Health Network (LVHN) is the region's leader for coronavirus (COVID-19) assessment, testing and care. To win the fight against COVID-19, it's important that everyone continues to practice

[social distancing](#) , wash their hands frequently, [wear a mask](#) and take all the necessary steps to prevent the spread of infection.

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This page was last updated on 4/19/2021 at 9:50 AM.

## Total Positive Test Results

Since 03/16/2020

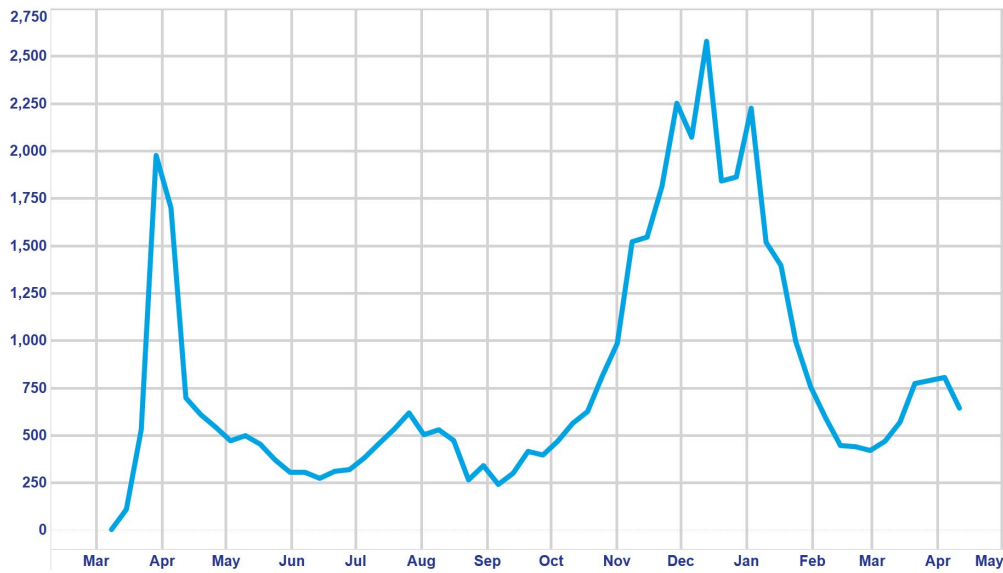
**Total tests ordered:** **248,102** – More than anyone in our region

**Total positive tests:** **46,808**

**Positive result rate:** **18.9%**

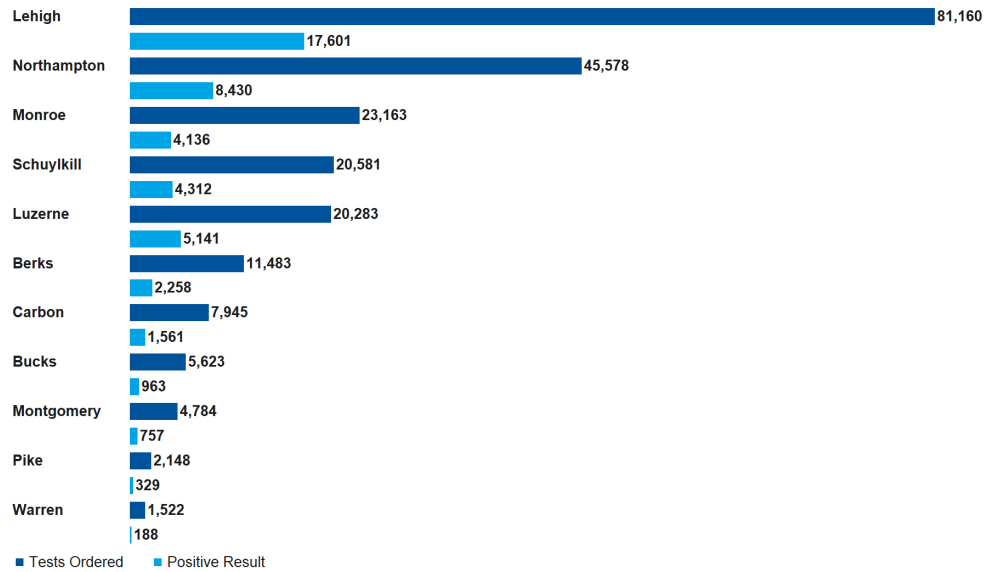
## Weekly Positive Test Results

Data as of 04/17/2021



# Patient Tests and Positive Results by County

First test result received 03/16/2020



# COVID-19 Patients in LVHN Hospitals

Data as of 04/17/2021

