

Transparency: The New Norm

I recently read a quote: “Transparency may be the most disruptive and far-reaching innovation to come out of social media.” It stuck with me and I’ve come to the conclusion that this is particularly true in health care. Social media has revolutionized how we connect with patients and how we practice medicine.

If social media allows us to be truly transparent, then we no longer exist under a veil of secrecy, and we purposely reveal all our actions. There are many reasons for transparency in health care. First, patients have a more at stake when it comes to health care decisions, including bearing more of the cost and are more proactive consumers when seeking care options. Similarly, with both the accessibility and the information available on the internet, nothing is private or “out of bounds” anymore. In the court of public opinion, perception is reality and what isn’t transparent is perceived to be biased, corrupt, false or basic ineptness.

This drive toward transparency spans nearly all areas of health care. As examples, HCAHPS surveys and scores, which include 21 questions relating to inpatient experience, are readily available to patients when choosing a hospital. This data is equally transparent to the Centers for Medicare & Medicaid Services, which formulates hospital reimbursement based on this performance. Similarly, ProPublica, a nonprofit, investigative journal, posts and compares surgical outcomes for hospitals and individual surgeons. Finally, as part of the Physician Payment Sunshine Act, manufacturers of drugs and medical devices must report virtually all payments to doctors and hospitals. This allows patients to see all connections their providers have with industry, connections that may involve conflicts of interest in providing care.

Perhaps most disconcerting to doctors are the numerous “rate your doctor” websites that have become available to, and are commonly used by, our patients. These websites (of which one study identified 66 different sites) invite and encourage patients to document perception and opinion relating to their medical experiences. These sites include Healthgrades, WebMD and Zocdoc, to name only a few. If there was a question as to whether these sites are really used, a recent survey revealed that 72 percent of internet users seek health information online, 80 percent value web reviews as much as personal recommendations and 37 percent admitted they have avoided a physician with poor ratings.



Joseph E. Patruno, MD
President, Medical Staff
Obstetrics and Gynecology
Gynecology/Primary Care OBGYN

Many organizations, including Lehigh Valley Health Network (LVHN), are now competing directly with these sites by making many of our own physician's performance and patient experience data directly available to patients. The benefit is the information is truly transparent but also validated, assuring that an adequate number of reviews are taken into consideration in the rating process – which is often not the case on the public websites.

Transparency in health care, albeit a change from traditional norms and uncomfortable to some, is also truly essential if we are going to grow as a network. Transparency forces accountability and provides us with valuable feedback, which is key in optimizing quality, lowering cost and improving patient experience. As we take a more active role in making our quality and outcome data available on both our website and portal, transparency will be the foundation for trust. It's been said, "Well-placed trust grows out of active inquiry rather than blind acceptance." We need to provide our community with the information they are seeking and also, I would argue, urge them to explore it.

In a nutshell, transparency must be ingrained in our culture. By providing visible, honest and accurate data, we will maintain and strengthen this culture of trust between us, our patients and the communities we serve. Trust is the fuel that will drive loyalty and allegiance to LVHN. It is the foundation for the creation of a health network where patients recognize their doctors are trying their best, where they believe that organization truly cares and where they have faith they are getting the highest quality, cost-effective, care.

Joseph E. Patruno, MD

Medical Staff President

For information on volunteering opportunities, contact [Karla Bachl](#), director of volunteers, at 610-402-8897.

A handwritten signature in black ink, appearing to read "Joseph E. Patruno", with a large, stylized loop on the left side and a horizontal line extending to the right.

[Joseph E. Patruno, MD](#)
Medical Staff President

Advanced Practice Clinicians to be Honored with Awards

The Advanced Practice Clinician (APC) general membership meeting, to be held Thursday, Sept. 28, 5:30 to 7 p.m., at Kasych Family Pavilion ECC Room 6 at Lehigh Valley Hospital–Cedar Crest, will feature presentation of the biennial APC Awards.

Awards and those to be honored include:

- APC Award – Justin Stauffer, PA-C, Emergency Medicine, Department of Emergency and Hospital Medicine
- Research/Education Award – Kyle Langston, PA-C, LVPG Robotic Surgery, Department of Surgery
- Community Service Award – Seth Campbell, PA-C, ExpressCARE at the Health Center at Moselem Springs, Department of Family Medicine
- APC Physician Champion Award – Angelo Baccala, MD, LVPG Urology–1250 Cedar Crest

For questions or feedback on this article, contact [Michele Hartzell, PA C, MBA, President, LVHN APC Executive Council](#), at 610 653 5792.

22nd Annual Nite Lites Black Tie Gala Scheduled

The 22nd Annual Nite Lites Black Tie Gala “Color Outside the Lines at Nite Lites” will be held on Saturday, Sept. 23, 5 p.m. to 12:30 a.m. on the campus of Lehigh Valley Hospital–Muhlenberg.

Proceeds benefit the mission of Lehigh Valley Health Network.

For sponsorship information, contact [Sandi Marsh](#), special events planner at 484 884 9119.

Mindfulness-Based Stress Reduction Program Offered

Using mindfulness strategies, we can find moments to pause, relax and tune in to what is happening inside and outside ourselves. Take some time to invest in your own well being and participate in an eight week mindfulness-based stress reduction program that teaches mindfulness meditation as a means to reduce stress reactivity and build resiliency.

Attend one of three FREE information sessions on Sept. 12, 19 or 26. Classes begin on Oct. 3 and will be held in the Kasych Family Pavilion at Lehigh Valley Hospital–Cedar Crest. The program runs for eight weeks on Tuesdays, 6 to 8:30 p.m., with a half day retreat on Saturday, Nov. 11, 8:30 a.m. to 1 p.m.

The cost is \$375, which is 100 percent reimbursable through Culture of Wellness benefit if you meet the attendance requirement of six sessions. Alternatively, you can pay for the class and request up to 24.5 CME credits and, if you meet the attendance requirement, the Office of Medical Affairs will reimburse you \$200.

More information is available at LVHN.org/mindfulness. Call 610 402 CARE with questions or to register.

LVH–Cedar Crest NICU Reclassifying to Highest Level

The neonatal intensive care unit (NICU) of Lehigh Valley Children’s Hospital at Lehigh Valley Hospital (LVH)–Cedar Crest is being reclassified as a level IV unit, according to standards set by the American Academy of Pediatrics (AAP).

It is the only NICU in the Lehigh Valley that meets the standards for the most advanced NICUs set by the American Academy of Pediatrics’ Committee on Fetus and Newborn. AAP level IV classification reflects a facility’s ability to provide immediate, on-site pediatric surgery, pediatric anesthesia and pediatric medical specialists for complex and congenital conditions, in addition to the services of a level III unit.

Level IV providers care for the tiniest and most fragile infants, as well as provide surgical repair of complex congenital or acquired conditions. As a level IV NICU, Lehigh Valley Children’s Hospital’s pediatric surgeons, pediatric surgical subspecialists, pediatric anesthesiologists and pediatric medical specialists are available to patients 24 hours a day, seven days a week.

Established in 2000, the NICU at LVH–Cedar Crest treats 650 premature or critically ill newborns each year. The unit had been classified as level III by providing specialty care for large volumes of infants born at less than 32 weeks gestation, or with complex medical or surgical needs.

The network also operates a level II NICU at LVH–Muhlenberg and a level III NICU at LVH–Pocono. Both units have urgent access to the medical and surgical subspecialists, as well as the neonatologists at LVH–Cedar Crest via the neonatal transport team.

For questions or feedback on this article, contact [Wendy Kowalski, MD](#), Chief, Division of Neonatology, at 610-402-7632.

Inaugural Palliative Medicine Grand Rounds

The inaugural Palliative Medicine Grand Rounds will be held Thursday, Sept. 28, noon to 1 p.m. at the Lehigh Valley Hospital (LVH)–Cedar Crest Auditorium and video conferenced to the LVH–Muhlenberg ECC Room D and the LVH–Pocono Tranquility Conference Room.

“Population Health and Palliative Medicine” will be presented by James Block, MD, Advisor, Center to Advance Palliative Care (CAPC),

Objective: Identify ways in which palliative medicine strengthens and enhances population health. The target audience is physicians, mid-level providers, nursing staff, social workers, chaplains, residents, pharmacy and medical students.

Lunch will be served at Cedar Crest.

To register, visit: <https://go.activecalendar.com/lvhn-doe/event/palliative-medicine-education---inaugural-grand-rounds-population-health-and-palliative-medicine>

PMC Physician Associates Becomes LVPG–Pocono

PMC Physician Associates started using its new name, Lehigh Valley Physician Group (LVPG)–Pocono, as of Sept. 1, a naming convention that is consistent with the naming of outpatient practices across Lehigh Valley Health Network.

Elizabeth Wise, President of Lehigh Valley Hospital–Pocono, and Jim Demopoulos, Senior Vice President of LVPG Operations, distributed an announcement about the naming conversion to Pocono-area colleagues. They explained how the name change tells patients that they are part of an integrated, multispecialty network of medical and surgical providers who deliver a full spectrum of services to patients of all ages.

The transition to LVPG will occur over the next few months as work is done to convert all materials and systems to the new name.

GLVIPA General Membership Meeting

The next general membership meeting of the Greater Lehigh Valley Independent Practice Association will be held on Monday, Sept. 25, beginning at 6 p.m. in the Lehigh Valley Hospital (LVH)–Cedar Crest Auditorium with video conferencing to LVH–Muhlenberg, LVH–Hazleton and LVH–Pocono.

For questions or feedback on this article, contact [Mary Ann Curcio](#), Coordinator, GLVIPA, at 610 969 0423.

Medical and Advanced Practice Clinician Staff Dues

Annual Medical and Advanced Practice Clinician (APC) Staff dues invoices (dated Sept. 1, 2017) have been distributed to members of the Medical and APC Staff of Lehigh Valley Health Network (LVHN) via email. Please make sure to check your LVHN email promptly. Timely remittance of dues is both requested and appreciated by 5 p.m. on Oct. 15.

Visa, Mastercard, American Express and Discover credit cards will be accepted. If you wish to pay by credit card, click on the link included in your invoice.

Medical Staff

If paying by check, Medical Staff payments should be made payable to LVHN Medical Staff and mailed to Linda Vega, Medical Staff Services, LVHN–One City Center, 8th Floor, P.O. Box 1806, Allentown, PA 18105-1806. If your practice includes more than one doctor, one check may be issued to cover all the doctors in the group – there is no need to issue individual checks. However, to insure proper credit, please include a list of the names of all doctors for whom the payment is being made.

Questions regarding Medical Staff dues should be directed to Linda Vega at 484-862-3223.

Advanced Practice Clinicians

If paying by check, Advanced Practice Clinician payments should be made payable to LVHN Advanced Practice Clinicians and mailed to Evelyn Edwards, Medical Staff Services, LVHN–One City Center, 8th Floor, P.O. Box 1806, Allentown, PA 18105-1806. If your practice includes more than one APC, one check may be issued to cover all the APCs in the group – there is no need to issue individual checks. However, to insure proper credit, please include a list of the names of all APCs for whom the payment is being made.

Questions regarding Advanced Practice Clinician dues should be directed to Evelyn Edwards at 484-862-3902.

SMART Imagebase Rolls Out New Interface

Scientific & Medical ART Imagebase (SMART Imagebase) recently launched a newly redesigned website. It contains more than 20,000 peer-reviewed, high-quality medical illustrations, more than 400 medical animations with short text descriptions, web graphics and more than 250 monographs. Users can search or browse for anatomy, physiology, surgery, diseases, conditions, trauma, embryology, histology and other health science topics.

The enhancements include:

- **Enhanced thumbnails:** After performing a search, users will see larger content thumbnails with more information about the content itself, such as the title, description, image ID and content type, which can be viewed by hovering or touching on a mobile screen.
- **Larger content previews:** Seeing the images and animations up close no longer requires a magnify tool because the images have been scaled up by as much as 40 percent in the content preview. This feature eliminates clicks and helps users navigate to their desired images faster.
- **Responsive design:** Whether using a laptop, tablet, smartphone or desktop computer, the interface scales to fit users' screens.

SMART Imagebase users may download images for educational, non-commercial use in lectures, presentations, slide shows, websites and more.

To access SMART Imagebase through the Digital Library:

- Lehigh Valley Hospital (LVH)—Cedar Crest, LVH—17th Street and LVH—Muhlenberg
 - In Epic, choose Library Services under WebLinks
 - From the LVHN intranet homepage, click on Find Fast/Library Services then click on SMART Imagebase
- LVH—Hazleton
 - From the LVH—H intranet homepage, click on Library Services and then click on SMART Imagebase
- LVH—Schuylkill
 - Not currently available at this site
- LVH—Pocono
 - Not currently available at this site

If you have any questions on SMART Imagebase, contact [Linda Matula Schwartz](#), Director, Department of

Education, Educational Infrastructure, at 610-402-5290.



September 2017 Papers, Publications and Presentations

- Gregory Harper, MD, PhD, Bridget Blitz, Catherine Serena, Donna Stevens and Daniel Ray, MD, co-authored a book chapter, “Managing the impact of advanced complex illness on family caregiver and professional caregiver stress: a role for palliative care.” It was published in *The Handbook of Stress and Health: A Guide to Research and Practice*, Cary L. Cooper, James Campbell Quick (eds.). Wiley Blackwell, April 2017.
- Beth Careyva, MD, of the Department of Family Medicine, and Timothy Friel, MD, of the Department of Medicine, co-authored an article, “A social needs assessment tool for an urban Latino population.” It was published July 13, 2017, online ahead of print in the *Journal of Community Health*.
- Autumn Kieber-Emmons, MD, MPH, and William Miller, MD, MA, of the Department of Family Medicine, co-authored an article, “The patient-centered medical home (PCMH) framing typology for understanding the structure, function, and outcomes of PCMHs.” It was published in the *Journal of the American Board of Family Medicine*, Volume 30, Number 4, July-August 2017.
- Ronald Freudenberger, MD, MBA, Physician in Chief, Heart Institute, co-authored an article, “Aspirin does not increase heart failure events in heart failure patients: from the WARCEF Trial.” It was published in *JACC Heart Failure*, Volume 5, Number 8, August 2017.
- Kris Rooney, MD, Pediatric Hospitalist, collaborated on a poster that was accepted for presentation at the Collaborative Family Healthcare Association conference in Houston, October 2017, entitled “Pediatric residency training and behavioral health: Models and outcomes from multi-site study.”

September 2017 Upcoming Seminars, Conferences and Meetings

Department of Education Conferences

- 7 – C SSRS Training Identification – Triage – Intervention
- 14 – Ninth Annual Fleming Infection Prevention Symposium
- 28 – GI Symposium: Updates in Colon Cancer Screening – Who? When? How?
- 29 – Substance Abuse Disorders Symposium

For more information, call 610 402 2277, option 1, or visit LVHN.org/ce-calendar.

Surgical Grand Rounds

- 12 – Topic TBA, with John Porterfield, MD, Associate Professor Director, General Surgery Residency Program, UAB Surgery; LVH–Cedar Crest Auditorium, 7-8 a.m.
- 19 – Woman in Surgery Grand Rounds, with Marie Crandall, MD, MPH, FACS, Professor of Surgery, Director of Research, Department of Surgery, Associate Program Director, General Surgery Residency, University of Florida College of Medicine Jacksonville; LVH–Cedar Crest Auditorium, 7-8 a.m.

For more information, contact Wendy Hess at Wendy.Hess@LVHN.org.

Dorothy and Harry Kintzel Renal Symposium

Sept. 28 – Lehigh Valley Health Network–Mack Boulevard, 7:45 a.m. to 4:45 p.m.

For more information, call 610-402-1830 and ask for Debbie.

Who's New—September 2017

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| [Change of Supervising Physician and Group](#) | [Additional Supervising Physician and Group](#)

MEDICAL STAFF

New Appointments

Effective Sept. 5, 2017

Waqas Adeel, MD

(LVPG Hospital Medicine at Cedar Crest – Anthony P. Buonanno, MD)

Emergency and Hospital Medicine

Hospital Medicine

LVPG Hospital Medicine at Cedar Crest

Lehigh Valley Physician Group

Lehigh Valley Hospital

Cedar Crest and I-78, PO Box 689, Third Floor Anderson Wing

Allentown, PA 18105-1556

Phone: 610-402-5369 Fax: 610-402-5959

Provisional Active

Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017

LVH LVH–M

Titilayo O. Adetu, MD

(EmCare – Lori A. Lawson, MD)

Emergency and Hospital Medicine

Emergency Medicine

EmCare

Lehigh Valley Hospital–Schuylkill

700 E. Norwegian St.

Pottsville, PA 17901-2710

Phone: 570-621-4090 Fax: 570-628-2210

Provisional Active

Appointment Date: 09/05/2017

LVH–S

Ghulam Akbar, MD

(Afterhours Physician Coverage Group – Justin L. Guthier, DO)

Medicine

General Internal Medicine

Afterhours Physician Coverage Group

Lehigh Valley Health Network

1255 S. Cedar Crest Blvd., Suite 3200

Allentown, PA 18103-6232

Phone: 610-402-5200 Fax: 610-402-1675

Provisional Limited Duty

Appointment Date: 09/05/2017 Temporary Privileges: 08/10/2017

LVH LVH–M LVH–S

Melissa S. Auer, DO

(LVPG Internal Medicine–Muhlenberg – Michael J. Ehrig, MD)

Medicine

General Internal Medicine

LVPG Internal Medicine–Muhlenberg

Lehigh Valley Physician Group

2649 Schoenersville Road, Suite 201

Bethlehem, PA 18017-7316

Phone: 484-884-8110 Fax: 610-868-5333

Provisional Active

Appointment Date: 09/05/2017 Temporary Privileges: 08/28/2017

LVH LVH–M

Richard S. Chang, MD

(LVPG Cardiac and Thoracic Surgery–1250 Cedar Crest – James K. Wu, MD)

Surgery

Cardiothoracic Surgery

Thoracic Surgery

LVPG Cardiac and Thoracic Surgery–1250 Cedar Crest

Lehigh Valley Physician Group

Center for Advanced Health Care

1250 S. Cedar Crest Blvd., Suite 310

Allentown, PA 18103-6224

Phone: 610-402-6890 Fax: 610-402-6892

Provisional Active

Appointment Date: 9/11/2017

LVH LVH–M

Randy S. Cohen, MD

(Hazleton Anesthesia Services/Somnia, Inc. – Tony H. Tseng, MD)

Anesthesiology

Hazleton Anesthesia Services/Somnia, Inc.

Lehigh Valley Hospital–Hazleton

700 E. Broad St.
Hazleton, PA 18201-6835
Phone: 570-501-4218 Fax: 570-501-4089
Provisional Active
Appointment Date: 09/05/2017 Temporary Privileges: 08/01/2017
LVH–H

Kevin H. Cowell, DO, MPH

(LVPG Family Medicine–Easton Ave. – Mary C. Stock Keister, MD)
Family Medicine
LVPG Family Medicine–Easton Ave.
Lehigh Valley Physician Group
3024 Easton Ave.
Bethlehem, PA 18017-4208
Phone: 610-694-1000 Fax: 610-867-7180
Provisional Active
Appointment Date: 09/11/2017
LVH LVH–M

Rupam K. Das, MD

(LVPG Orthopedics and Sports Medicine – Eric B. Leppy, MD)
Surgery
Orthopedic Surgery
LVPG Orthopedics and Sports Medicine
Lehigh Valley Physician Group
2597 Schoenersville Road, Suite 100
Bethlehem, PA 18017-7317
Phone: 484-884-5580 Fax: 484-884-5594
Provisional Active
Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017
LVH LVH–M

Margaret M. Duffy, MD

(Valley Kidney Specialists, PC – Nelson P. Kopyt, DO)
Medicine
Nephrology
Valley Kidney Specialists, PC
Building E
1001 Reed Ave.
Reading, PA 19610-2030
Phone: 610-432-4529 Fax: 610-432-2206
Provisional Active
Appointment Date: 09/05/2017 Temporary Privileges: 09/01/2017
LVH LVH–M

Kimberly L. Fugok, DO

(LVPG–Emergency Medicine – Andrew C. Miller, DO)

Emergency and Hospital Medicine

Pediatric Emergency Medicine

LVPG–Emergency Medicine

Lehigh Valley Physician Group

Lehigh Valley Hospital

Cedar Crest and I-78, PO Box 689

Allentown, PA 18105-1556

Phone: 484-862-3232 Fax: 484-862-3250

Provisional Active

Appointment Date: 09/05/2017 Temporary Privileges: 08/28/2017

LVH LVH–M LVH–H

Ndeye-Aicha Gueye, MD

(Reproductive Endocrinology and Infertility/Gynecology – Wendy J. Schillings, MD)

Obstetrics and Gynecology

Reproductive Endocrinology and Infertility/Gynecology

Reproductive Medicine Associates of Pennsylvania, PC

1401 N. Cedar Crest Blvd., Suite 200

Allentown, PA 18104-2307

Phone: 610-820-6888 Fax: 610-820-6818

Provisional Active

Appointment Date: 09/05/2017 Temporary Privileges: 08/10/2017

LVH LVH–M

Jatin P. Gupta, DO

(LVPG Urology–1250 Cedar Crest – Angelo A. Baccala Jr., MD)

Surgery

Urology

LVPG Urology–1250 Cedar Crest

Lehigh Valley Physician Group

Center for Advanced Health Care

1250 S. Cedar Crest Blvd., Suite 215

Allentown, PA 18103-6271

Phone: 610-402-6986 Fax: 610-402-4460

Provisional Active

Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017

LVH LVH–M

Pranav P. Kansara, MD

(LVPG Cardiology–1250 Cedar Crest – Ronald S. Freudenberger, MD)

Medicine

Cardiology

LVPG Cardiology–1250 Cedar Crest

Lehigh Valley Physician Group

Center for Advanced Health Care

1250 S. Cedar Crest Blvd., Suite 300
Allentown, PA 18103-6381
Phone: 610-402-3110 Fax: 610-402-3112
Provisional Active

Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017
LVH LVH–M

John H. Kim, MD

(LVPG Obstetrics and Gynecology–Palmer Township – Patrick E. McIntyre, MD)
Obstetrics and Gynecology

Obstetrics/Gynecology
LVPG Obstetrics and Gynecology–Palmer Township
Lehigh Valley Physician Group
3701 Corriere Road, Suite 22
Palmer Township, PA 18045-7991
Phone: 484-591-7170 Fax: 484-591-7171

Provisional Active
Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017
LVH LVH–M

Helen E. Lewis, DO

(Lehigh Valley Internists – Glenn S. Kratzer, MD)
Family Medicine

Lehigh Valley Internists
Medical Associates of the Lehigh Valley
798 Hausman Road, Suite 220
Allentown, PA 18104-9108
Phone: 610-530-2290 Fax: 610-530-2287

Provisional Active
Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017
LVH LVH–M

Megan R. Magargal, DMD

(Marsha A. Gordon, DDS – Marsha A. Gordon, DDS)
Dental Medicine

Pediatric Dentistry
Marsha A. Gordon, DDS
1525 Hausman Road
Allentown, PA 18104-9258
Phone: 610-433-5111 Fax: 610-433-4393

Provisional Active
Appointment Date: 09/05/2017 Temporary Privileges: 08/10/2017
LVH LVH–M

Ganesan Murali, MD

(LVPG Pulmonary & Critical Care Medicine–Palmer Township – Robert J. Krukltis, MD, PhD)

Medicine
Pulmonary/Critical Care Medicine
LVPG Pulmonary & Critical Care Medicine–Palmer Township
Lehigh Valley Physician Group
3701 Corriere Road
Easton, PA 18045-7991
Phone: 610-402-9116 Fax: 610-402-9610
Provisional Active
Appointment Date: 09/11/2017
LVH LVH–M LVH–H LVH–S

Mark J. Nicolau, MD

(LVPG General and Bariatric Surgery–Muhlenberg – Guillermo Garcia, MD)
Surgery
General Surgery
LVPG General and Bariatric Surgery–Muhlenberg
Lehigh Valley Physician Group
2649 Schoenersville Road, Suite 202
Bethlehem, PA 18017-7317
Phone: 484-884-1007 Fax: 484-884-1720
Provisional Active
Appointment Date: 09/11/2017
LVH LVH–M

Onajite A. Onaodowan, MD

(LVPG Rheumatology–Highpoint – James M. Ross, MD)
Medicine
Rheumatology
LVPG Rheumatology–Highpoint
Lehigh Valley Physician Group
3445 Highpoint Blvd.
Bethlehem, PA 18017-7810
Phone: 610-297-7800 Fax: 610-297-7819
Provisional Active
Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017
LVH LVH–M

Anant P. Parikh, MD

(LVPG Pain Specialists – Robert E. Wilson, MD)
Anesthesiology
Pain Medicine
LVPG Pain Specialists
Lehigh Valley Physician Group
The Center for Pain Management
1240 S. Cedar Crest Blvd., Suite 307
Allentown, PA 18103-6218

Phone: 610-402-1757 Fax: 610-402-9089

Provisional Active

Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017

LVH LVH-M LVH-S

Christina M. Racek, MD

(LVPG Obstetrics and Gynecology-1245 Cedar Crest – Patrick E. McIntyre, MD)

Obstetrics and Gynecology

Obstetrics/Gynecology

LVPG Obstetrics and Gynecology-1245 Cedar Crest

Lehigh Valley Physician Group

1245 S. Cedar Crest Blvd., Suite 201

Allentown, PA 18103-6267

Phone: 610-402-4870 Fax: 610-402-4960

Provisional Active

Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017

LVH LVH-M

Elnaz Rakhshan, MD

(LVPG Hospital Medicine at Cedar Crest – Anthony P. Buonanno, MD)

Emergency and Hospital Medicine

Hospital Medicine

LVPG Hospital Medicine at Cedar Crest

Lehigh Valley Physician Group

Lehigh Valley Hospital

Cedar Crest and I-78, PO Box 689

Third Floor Anderson Wing

Allentown, PA 18105-1556

Phone: 610-402-5369 Fax: 610-402-5959

Provisional Active

Appointment Date: 09/05/2017 Temporary Privileges: 08/28/2017

LVH LVH-M

Eric R. Scholten, MD

(LVPG Physiatry-1255 Cedar Crest – Jeffrey Radecki, MD)

Medicine

Physical Medicine-Rehabilitation

LVPG Physiatry-1255 Cedar Crest

Lehigh Valley Physician Group

1255 S. Cedar Crest Blvd., Suite 2100

Allentown, PA 18103-6224

Phone: 610-402-3560 Fax: 610-402-3355

Provisional Active

Appointment Date: 09/05/2017 Temporary Privileges: 08/21/2017

LVH LVH-M

Jennifer L. Stockhausen, DO

(LVPG Family Medicine–Whitehall – Gregory S. Tomcho, DO)

Family Medicine

LVPG Family Medicine–Whitehall

Lehigh Valley Physician Group

3691 Crescent Court East

Whitehall, PA 18052-3498

Phone: 610-434-9561 Fax: 610-434-5122

Provisional Active

Appointment Date: 09/11/2017

LVH LVH–M

Carine-Ange S. Tagni, MD

(LVPG Obstetrics and Gynecology–Pond Road – Michael Sheinberg, MD)

Obstetrics and Gynecology

Obstetrics/Gynecology

LVPG Obstetrics and Gynecology–Pond Road

Lehigh Valley Physician Group

Paragon Building

1611 Pond Road, Suite 300

Allentown, PA 18104-2258

Phone: 610-398-7700 Fax: 610-398-6917

Provisional Active

Appointment Date: 09/05/2017 Temporary Privileges: 08/28/2017

LVH LVH–M

Rizwan Tariq, MD

(LVPG Hematology Oncology–Muhlenberg – Eliot L. Friedman, MD)

Medicine

Hematology-Medical Oncology

LVPG Hematology Oncology–Muhlenberg

Lehigh Valley Physician Group

LVH–M Cancer Center

2545 Schoenersville Road, Third Floor

Bethlehem, PA 18017-7384

Phone: 484-884-5733 Fax: 484-884-5775

Provisional Active

Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017

LVH LVH–M

Anna N. Thomas, MD

(OACIS Services – Daniel E. Ray, MD)

Medicine

Palliative Medicine and Hospice

OACIS Services

Lehigh Valley Physician Group

1255 S. Cedar Crest Blvd., Suite 3500
Allentown, PA 18103-6226
Phone: 610-402-0100 Fax: 610-969-0101
Provisional Active
Appointment Date: 09/11/2017
LVH LVH-M

Daniel Tseytlin, DO

(LVPG Hospital Medicine at Cedar Crest – Anthony P. Buonanno, MD)
Emergency and Hospital Medicine
Hospital Medicine
LVPG Hospital Medicine at Cedar Crest
Lehigh Valley Physician Group
Lehigh Valley Hospital
Cedar Crest and I-78, PO Box 689
Third Floor Anderson Wing
Allentown, PA 18105-1556
Phone: 610-402-5369 Fax: 610-402-5959
Provisional Active
Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017
LVH LVH-M

Okju C. Yi, DO

(LVPG Family Medicine–Easton – Grant M. Greenberg, MD, MHSA)
Family Medicine
LVPG Family Medicine–Easton
Lehigh Valley Physician Group
Health Center at Easton
Easton, PA 18045-2764
Phone: 484-591-7420 Fax: 484-591-7421
Provisional Active
Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017
LVH LVH-M

Resignations

Ibrahim M. Almekey, MD
Emergency and Hospital Medicine
Hospital Medicine
(Ibrahim M. Almekey, MD)
Active
LVH-H
07/05/2017

Pragna R. Bhagat, MD
Anesthesiology

(Hazleton Anesthesia Services/Somnia, Inc.)

Provisional Active

LVH-H

05/15/2017

Haywood Blum, MD

Emergency and Hospital Medicine

Emergency Medicine

(EmCare)

Active

LVH-S

08/01/2017

William J. Cochran, MD

Pediatrics

Pediatric Subspecialties

Gastroenterology

(Geisinger Medical Center)

Active

LVH-S

7/20/2017

Stephen J. Debuski, DMD

Surgery

Oral and Maxillofacial Surgery

(Dauchess and Debuski)

Active

LVH-S

07/21/2017

Wael A.S. Hanna, MD

Emergency and Hospital Medicine

Hospital Medicine

(LVP Hospital Medicine at Cedar Crest)

Active

LVH LVH-M

06/26/2017

Michele Kowalski-McGraw, MD

Medicine

Occupational Medicine

(Occupational Health Services)

Active

LVH-H

06/30/2017

Bruce Lipsius, MD
Medicine
Neurology
(Specialists On Call, Inc.)
Telemedicine
LVH-S
06/30/2017

Cynthia Maczuga, MD
Family Medicine
(Freeland Health Center)
Affiliate
LVH-H
01/06/2017

Allan M. Parker, DMD
Dental Medicine
General Dentistry
(Alan M. Parker, DMD)
Active
LVH LVH-M
08/05/2017

Automatic Voluntary Resignation – Due to Non-Contracted Status

Neal J. Berkowitz, MD
Family Medicine
(LVPG Family Medicine–Southside)
Active
LVH LVH-M
07/29/2017

Name Change

Dana M. Kretschman M., MD, to Dana M. Cam, MD
LVPG Pulmonary and Critical Care Medicine–250 Cedar Crest
Medicine
Pulmonary/Critical Care Medicine

Allison M. Martens, PA-C, to Allison M. Eisenhauer, PA-C
LVPG Cardiac and Thoracic Surgery–1250 Cedar Crest
Surgery
Cardiothoracic Surgery
Cardiac Surgery/Thoracic Surgery

ALLIED HEALTH STAFF – New Appointments

Effective Sept. 5, 2017

Kaycie L. Andrew

Emergency Department Scribe
ScribeAmerica
One City Center
PO Box 1806
Department of Emergency Medicine – Ninth Floor
Allentown, PA 18105-1806
Phone: 484-862-3232 Fax: 484-862-3250
Supervising Physician: Gary Bonfante, DO
Appointment Date: 09/05/2017 Temporary Privileges: 08/10/2017
LVH LVH–M LVH–H

Suzanne D. Amant, PA-C

Physician Assistant-Certified
Health Information Management/CDIP
Health Information Management
Cedar Crest and I-78, PO Box 689
Allentown, PA 18105-1556
Phone: 610-402-5809 Fax: 610-402-8322
Supervising Physician: Shadi Jarjous, MD
Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017
LVH LVH–M

Deborah E. Feden, CRNP

Certified Registered Nurse Practitioner
Lehigh Valley Physicians Practice
Lehigh Valley Physician Group
Lehigh Valley Hospital
17th and Chew, PO Box 7017, Suite 101
Allentown, PA 18105-7017
Phone: 610-969-4370 Fax: 610-969-4375
Supervising Physician: Maria Jones, MD
Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017
LVH LVH–M

Samantha A. Gambler, PA-C

Physician Assistant-Certified
LVPG ExpressCare–Easton
Lehigh Valley Physician Group

2401 Northampton St., Suite 140
Easton, PA 18045-2764
Phone: 484-591-7430 Fax: 484-591-7431
Supervising Physician: Grant M. Greenberg, MD, MHSA
Appointment Date: 09/11/2017
LVH LVH-M

Frank J. Jackson, PA-C

Physician Assistant-Certified
LVPG Orthopedics and Sports Medicine
Lehigh Valley Physician Group
Center for Advanced Health Care
1250 S. Cedar Crest Blvd., Suite 110
Allentown, PA 18103-6224
Phone: 610-402-8900 Fax: 610-402-5656
Supervising Physician: Gabriel E. Lewullis, MD
Appointment Date: 09/11/2017
LVH LVH-M

Shannon M. Kelley, PsyD

Psychologist
LVPG Neuropsychiatry-1250 Cedar Crest
Lehigh Valley Physician Group
Center for Advanced Health Care
1250 S. Cedar Crest Blvd., Suite 410
Allentown, PA 18103-6224
Phone: 610-402-3500 Fax: 610-402-3505
Supervising Physician: Susan M. Ingram, PhD
Appointment Date: 09/11/2017
LVH LVH-M

Kelly N. Layton, RD

Registered Dietitian
Sodexo Dietitians
Lehigh Valley Hospital
Sodexo Administration Office
Cedar Crest and I-78, First Floor Kasych Pavilion
Allentown, PA 18105-1556
Phone: 610-402-8609 Fax: 610-402-1034
Supervising Physician: Joseph L. Yozviak, DO
Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017
LVH LVH-M

Mackenzie M. Minotti

Emergency Department Scribe
ScribeAmerica

One City Center
PO Box 1806
Department of Emergency Medicine – Ninth Floor
Allentown, PA 18105-1806
Phone: 484-862-3232 Fax: 484-862-3250
Supervising Physician: David M. Richardson, MD
Appointment Date: 09/05/2017 Temporary Privileges: 08/10/2017
LVH LVH–M LVH–H

Fadia A. Namous

Emergency Department Scribe
ScribeAmerica
One City Center
PO Box 1806
Department of Emergency Medicine – Ninth Floor
Allentown, PA 18105-1806
Phone: 484-862-3232 Fax: 484-862-3250
Supervising Physician: David M. Richardson, MD
Appointment Date: 09/05/2017 Temporary Privileges: 08/10/2017
LVH LVH–M LVH–H

Emily Nehme, PA-C

Physician Assistant-Certified
LVPG Gynecologic Oncology–1240 Cedar Crest
Lehigh Valley Physician Group
1240 S. Cedar Crest Blvd., Suite 401
Allentown, PA 18103-6218
Phone: 610-402-3650 Fax: 610-402-3673
Supervising Physician: M. Bijoy Thomas, MD
Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017
LVH LVH–M

Lora D. Paulukonis, PA-C

Physician Assistant-Certified
EmCare
Lehigh Valley Hospital–Schuylkill
700 E. Norwegian St.
Pottsville, PA 17901-2710
Phone: 570-621-4090 Fax: 570-628-2210
Supervising Physician: David M. Hochhauser, MD
Appointment Date: 09/05/2017 Temporary Privileges: 08/10/2017
LVH–S

Saundra Y. Portelli, CRNP

Certified Registered Nurse Practitioner
LVPG Physiatry–Health & Wellness Center

Lehigh Valley Physician Group–Hazleton
Health & Wellness Center
50 Moisey Drive, Suite 204
Hazle Township, PA 18202-9297
Phone: 570-501-6380 Fax: 570-501-6389
Supervising Physician: Ammar S. Abbasi, MD
Appointment Date: 09/05/2017 Temporary Privileges: 09/01/2017
LVH–H

Nicole Quaranta, CRNP

Certified Registered Nurse Practitioner
LVPG Hospital Medicine at Cedar Crest
Lehigh Valley Physician Group
Lehigh Valley Hospital
Cedar Crest and I-78, PO Box 689
Third Floor Anderson Wing
Allentown, PA 18103-6218
Phone: 610-402-5369 Fax: 610-402-5959
Supervising Physician: Shadi Jarjous, MD
Appointment Date: 09/05/2017 Temporary Privileges: 08/28/2017
LVH LVH–M

Adam L. Rankin

Emergency Department Scribe
ScribeAmerica
One City Center
PO Box 1806
Department of Emergency Medicine – Ninth Floor
Allentown, PA 18105-1806
Phone: 484-862-3232 Fax: 484-862-3250
Supervising Physician: Richard S. MacKenzie, MD
Appointment Date: 09/05/2017 Temporary Privileges: 08/10/2017
LVH LVH–M LVH–H

Samuel D. Roof, DC

Chiropractor
LVPG Chiropractic Medicine–1243 Cedar Crest
Lehigh Valley Physician Group
1243 S. Cedar Crest Blvd., Suite 2400
Allentown, PA 18103-6268
Phone: 610-402-9680 Fax: 610-402-9681
Supervising Physician: Jeffrey Radecki, MD
Appointment Date: 09/05/2017
Temporary Privileges: 08/14/2017 LVH LVH–M

Stephen M. Ryan, PA-C

Physician Assistant-Certified
LVPG ExpressCare–Easton
Lehigh Valley Physician Group
2401 Northampton St., Suite 140
Easton, PA 18045-2764
Phone: 484-591-7430 Fax: 484-591-7431
Supervising Physician: Grant M. Greenberg, MD, MHSA
Appointment Date: 09/11/2017
LVH LVH–M

Jaclyn K. Saliba, PA-C

Physician Assistant-Certified
LVPG General and Trauma Surgery–1240 Cedar Crest
Lehigh Valley Physician Group
1240 S. Cedar Crest Blvd., Suite 308
Allentown, PA 18103-6218
Phone: 610-402-1350 Fax: 610-402-1356
Supervising Physician: Rovinder S. Sandhu, MD
Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017
LVH LVH–M

Rebecca S. Silver, CRNP

Certified Registered Nurse Practitioner
LVPG Maternal Fetal Medicine–Madison Farms
Lehigh Valley Physician Group
4807 Freemansburg Ave., Suite 250
Easton, PA 18045-5522
Phone: 484-591-7630 Fax: 484-591-7631
Supervising Physician: Meredith L. Rochon, MD
Appointment Date: 09/05/2017 Temporary Privileges: 08/28/2017
LVH LVH–M

Joseph F. Simonette, CRNP

Certified Registered Nurse Practitioner
EmCare
Lehigh Valley Hospital–Schuylkill
700 E. Norwegian St.
Pottsville, PA 17901-2710
Phone: 570-621-4090 Fax: 570-628-2210
Supervising Physician: Lori A. Lawson, MD
Appointment Date: 09/05/2017 Temporary Privileges: 08/10/2017
LVH–S

Lauren E. Sterner

Emergency Department Scribe
ScribeAmerica

One City Center
PO Box 1806
Department of Emergency Medicine – Ninth Floor
Allentown, PA 18105-1806
Phone: 484-862-3232 Fax: 484-862-3250
Supervising Physician: Richard S. MacKenzie, MD
Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017
LVH LVH–M LVH–H

Shakira A. Tassone

Clinical Neurophysiologist
SpecialtyCare, Inc./Surgical Monitoring Associates, Inc.
300 Stevens Drive, Suite 370
Lester, PA 19113-1533
Phone: 610-328-1166 Fax: 610-328-1533
Supervising Physician: Stefano Camici, MD
Appointment Date: 09/05/2017 Temporary Privileges: 08/10/2017
LVH LVH–M

Olivia P. Waldron

Emergency Department Scribe
ScribeAmerica
One City Center
PO Box 1806
Department of Emergency Medicine – Ninth Floor
Allentown, PA 18105-1806
Phone: 484-862-3232 Fax: 484-862-3250
Supervising Physician: David Richardson, MD Appointment Date: 09/15/2017
LVH LVH–M LVH–H

Bryan J. Weinberg, 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: Richard C. Boorse, MD
Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017
LVH LVH–M

Stephanie D. Williams, CRNA

Certified Registered Nurse Anesthetist
Lehigh Valley Anesthesia Services, PC
Lehigh Valley Health Network
Lehigh Valley Hospital

Cedar Crest and I-78, PO Box 689
Central Utilities Building, Second Floor
Allentown, PA 18105-1556
Phone: 610-402-1374 Fax: 610-402-4230
Supervising Physician: Thomas M. McLoughlin Jr., MD
Appointment Date: 09/05/2017 Temporary Privileges: 08/28/2017
LVH LVH-M

Cameron J. Wilson, PA-C

Physician Assistant-Certified
Burn Recovery Center
Lehigh Valley Physician Group
Lehigh Valley Hospital
Cedar Crest and I-78, PO Box 689
Third Floor Kasych
Allentown, PA 18105-1556
Phone: 610-402-1485 Fax: 610-402-8868
Supervising Physician: Daniel D. Lozano, MD, MBA
Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017
LVH LVH-M

Gary A. Zack, CRNA

Certified Registered Nurse Anesthetist
Lehigh Valley Anesthesia Services, PC
Lehigh Valley Health Network
Lehigh Valley Hospital
Cedar Crest and I-78, PO Box 689
Central Utilities Building, Second Floor
Allentown, PA 18105-1556
Phone: 610-402-1374 Fax: 610-402-4230
Supervising Physician: Thomas M. McLoughlin Jr., MD
Appointment Date: 09/05/2017 Temporary Privileges: 08/14/2017
LVH LVH-M

Resignations

Patricia G. Fuisz, RN
Registered Nurse
(LVPG Adult and Pediatric Psychiatry-Muhlenberg)
Allied Health
LVH LVH-M
07/29/2017

Sarah L. Luther, CRNP
Certified Registered Nurse Practitioner
(LVPG Cardiac and Thoracic Surgery-1250 Cedar Crest)

Allied Health
LVH LVH-M
07/15/2017

Victoria Sewell, CRNP
Certified Registered Nurse Practitioner
(LVPG Consultation Liaison Psychiatry-1251 Cedar Crest)
Provisional Allied Health
LVH LVH-M
08/01/2017

Change of Supervising Physician

Leah J. Beckstead, PA-C
Physician Assistant-Certified
(LVPG Hospital Medicine at Cedar Crest)
From: Wael A. S. Hanna, MD
To: Donyell A. Doram, MD
Allied Health
LVH LVH-M
09/05/2017

Jillian M. Diasio, PA-C
(LVPG Hospital Medicine at Cedar Crest)
From: Wael A. S. Hanna, MD
To: Shadi Jarjous, MD
Allied Health
LVH LVH-M
09/05/2017

Pamela K. Prisaznik, CRNP
Certified Registered Nurse Practitioner
(HealthWorks – Carmine J. Pellosie, DO, MPH, MBA)
(LVPG Pediatric Pulmonology-1210 Cedar Crest)
From: Robert W. Miller, MD
To: Dharmeshkumar T. Suratwala, MD
Allied Health
LVH LVH-M
09/05/2017

Julianne Tidmore, CRNA
Certified Registered Nurse Anesthetist
(Lehigh Valley Anesthesia Services, PC – Thomas M. McLoughlin Jr., MD)
From: George J. Bowen, DO

To: Joaquin J. Cantillo, MD

Allied Health

LVH LVH-M LVH-S

09/05/2017

Jonna P. Trexler, PA-C

Physician Assistant-Certified

(LVPG Hospital Medicine at Cedar Crest)

From: Wael A. S. Hanna, MD

To: Satinder P. Singh, MD

Allied Health

LVH LVH-M

09/05/2017

Change of Supervising Physician and Group

Holly A. Gawel, PA-C

Physician Assistant-Certified

From: LVPG Orthopedics and Sports Medicine – Scott E. Sexton, MD

To: LVPG Ear, Nose, and Throat–17th Street – Kevin J. Kriesel, MD

Allied Health

LVH LVH-M

09/05/2017

Rosaline O. Owusu, CRNP

Certified Registered Nurse Practitioner

From: LVPG Family Medicine–Catasauqua – Noel D. Brouse, DO

To: OACIS Services – Michael Chyu, MD

Allied Health

LVH LVH-M

09/05/2017

Michelle D. Rummel, CRNP

Certified Registered Nurse Practitioner

From: LVPG Bariatric Medicine–1243 Cedar Crest – Rena M. Lambert, DO

To: Health Information Management/CDIP – John P. Pettine, MD

Allied Health

LVH LVH-M

09/05/2017

Additional Supervising Physician and Group

Keith D. Micucci, CRNP

Certified Registered Nurse Practitioner

(LVPG Emergency Medicine – David B. Burmeister, DO)

Addition of: (EmCare – Lori A. Lawson, MD)

Allied Health

LVH LVH-M LVH-H LVH-S

09/05/2017



Easy Refill Options Offered

Are you aware Health Spectrum Pharmacy Services offers two convenient ways to save time when patients need prescription medication refills? Next time they need a refill, they can try one of these options:

1. Order a refill from the mobileRx®

- Go to Apple App Store or Google Play.
- Search for mobileRx.
- Download
- Open the app.

Tip: Add the phone number of your Health Spectrum Pharmacy Services location.

- LVH-Cedar Crest: **610-402-8444**
- LVH-17th Street: **610-969-2780**
- LVH-Muhlenberg: **484-884-7004**

2. Ship a prescription for free* with Convenience Shipping.

- Enroll using the Convenience Shipping form found on LVHN.org/pharmacy.
- Once enrolled, request medications to be shipped through our website, the mobileRx app, or by using our Interactive Voice Response System.
- Place your order(s).
- You will receive an email confirming your order along with a tracking number.

Patients can read the details of the program on LVHN.org/pharmacy.

*Refrigerated products do not ship for free.

For questions or feedback on this article, contact [Lauren Grantz PharmD, CSP](#), Director of Pharmacy for Health Spectrum Pharmacy Services, at 610-402-5294.

APC Update: What's Behind the Co-Signature Requirement for NPs?

With the go-live of Epic, a number of individuals have questioned why the system requires co-signatures of the collaborating/supervising physician for NPs. While it is correct that the NP scope of practice under the law does not require a co-signature, there are still a number of insurance carriers that have this requirement for payment under their coverage.

As there is really no way to write an algorithm in Epic software to recognize which insurance plan the patient is under, the plans in which the group providers participate, etc., it was agreed to continue the co-signature process in the old CE system when regulations were changed to eliminate the need for NP/physician co-signatures. This decision was discussed at the APC general membership meeting and endorsed by the APC Executive Council for its practical reasons.

LVHN always has had a pro-APC culture and is desirous of permitting APCs to exercise their full scope of practice under the law where feasible within LVHN. This simply is a current solution to assure the practice groups receive their appropriate reimbursement under all insurance plans.

This issue will be discussed at the next APC Executive Council meeting to strategize what, if any, pressures may be brought upon those insurance plans that still have this dated requirement.

If you have any questions regarding this issue, please contact [Wendy Prutsman](#), CRNP, president, Advanced Practice Clinicians or [John Hart](#), senior vice president, Medical Services.