



LVHN WEEKLY

YOUR WRAP-UP OF THE WEEK'S NEWS FROM LVHN



## What Has Happened Since the 2021 Colleague Engagement Survey

See how LVHN continues to create better days ahead.

[Read more →](#)

## Scheduling PTO? Remember These Dates

The last day for colleagues to utilize PTO for fiscal year 2022 is June 25, 2022.

[Read more →](#)



## Pop-up Vaccination Clinics for Colleagues

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[Read more →](#)



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## Structuring LVHN's Value-Based Assets for the Future; Greg Kile to Retire

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This achievement highlights LVHN's commitment to inclusivity and equality.

[Read more →](#)



## Launch of API Time and Attendance System is Here

Consolidation of our time and attendance systems at Hazleton, Schuylkill and Pocono will be complete on April 3.

[Read more →](#)



## Meet LVH-Cedar Crest's New Chief Medical Officer

Matthew Schreiber, MD, has a track record of achieving world-class clinical and patient-centered outcomes.

[Read more →](#)



## LVHN Breaks Ground at LVH-Hazleton for New Cancer Center

The new cancer center will be part of Lehigh Valley Topper Cancer Institute.

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## LVHN Physicians, You Inspire Us

This Doctors' Day, LVHN colleagues are celebrating how our physicians inspire them and our community.

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## Fortunoff Backyard Store Partners with Lehigh Valley Reilly Children's Hospital

Support our Children's Hospital while shopping for outdoor furniture and decor.

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## Why Women's History Month is Important to Lekha Racharla, DO

She honors the trailblazing women who have left a positive impact on health care.

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## Relationship-Centered Communication Program at LVHN

The interactive workshop engages physicians and APCs in relationship-centered communication skills.

[Read more →](#)



## Lehigh Valley Topper Cancer Institute Utilizes Point-of-Care Ultrasound

Emergency medicine and oncology clinicians teamed up to make intravenous line insertions easier for cancer patients.

[Read more →](#)



## Memorial Sloan Kettering Cancer Alliance Takes Research to a Higher Level

Suresh Nair, MD, is featured in the latest HIMSSCast podcast episode.

[Read more →](#)



## U.S. Senior Open Junior Ticket Design Contest Open to Creative Kids

USGA, Lehigh Valley Reilly Children's Hospital are sponsoring the contest.

[Read more →](#)



## Colleagues Eligible for Discounted U.S. Senior Open Golf Tickets

LVHN is among major supporters of the late June championship at Saucon Valley Country Club.



[Read more →](#)

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## Join Helwig Health and Diabetes Center for Camp Red Jacket

LVHN RNs, LPNs and medical assistants can participate in Camp Red Jacket June 20-24.

[Read more →](#)



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## Raising Awareness for Bleeding Disorders

While these conditions are relatively rare, it's a good idea to know their signs and symptoms and how they develop.

[Read more →](#)



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## Bloodless Surgery Program Makes Open-Heart Surgery Possible Without Transfusions

Debbie Rinier's surgery was possible despite her religious beliefs.

[Read more →](#)





## **What Has Happened Since the 2021 Colleague Engagement Survey**

See how LVHN continues to create better days ahead.

LVHN Insider

Thursday, March 31, 2022

It's been two years since the COVID-19 pandemic turned our lives upside down. Throughout this trying time, you have demonstrated an unwavering commitment to our patients and their loved ones. Because of you, the better days you work so hard to create are nearly here.

Here's a look at everything LVHN did over the past year to support you as you support our community.

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

\$80 million, including 3% merit-based pool, invested in colleague financial well-being

Market increases to front-line nurses and others

Full-time colleagues: \$1,000 SSP bonus; part-time colleagues: \$500 SSP bonus

Pay incentives to support front-line inpatient care staffing in areas of highest need

LVHN defined-pension contributions continued while colleague health care premiums remained the same a third straight year

Online Retiree Resource Center launched in summer 2021

MentorCity is our portal that will assist in building important relationships between mentor and mentee

\*As applicable

### **Recruiting and retaining loyal colleagues**

Hired more than 3,000 new-to-network colleagues (including more than 500 new-to-network nurses) this fiscal year

Great Place to Work certified for the second year in a row

Referral bonuses given up to \$20,000 for experienced inpatient RNs and GNs

For a better workday and stronger staffing, generous welcome bonuses awarded to new hires

Patient Partners and Patient Observation Partners help on inpatient units

Warm welcomes and fun celebrations for a more enjoyable work experience

### **Keeping you well\***

Director of Compassion and Caring for Colleagues introduced to provide needed resources

Secondary Stress Response team formed to care for colleagues

Colleague Resource Center “Compassion for Colleagues” section lists resources to help you

Pet adoption benefit reimburses up to \$250 for adopting 108 furry friends

40 additional hours of PTO can be carried over into FY23, with appropriate approval

Virtual fitness offerings, work wellness and mindfulness exercises provided

Drop-in counseling and emotional wellness support provided by Preferred EAP

\*As applicable

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

Enhanced tuition reimbursement program with academic advising and increased annual allowance

LVHN knows that a skilled workforce is a stronger workforce and offers virtual career-development classes, available at [oe.content.lvh.com/development-sessions/](https://oe.content.lvh.com/development-sessions/)

Certificate programs in management, customer service and administrative professionals provided

Colleagues and families invited to attend the LVHN college fair with more than 25 colleges and universities

### **Cultivating our culture**

LVHN Insider launched and helps colleagues stay informed and give feedback, right on their mobile phone

RN Engagement Councils formed to improve the nurse experience

New Women in Leadership and Learning resource group formed

Actions Against Racism and Advancing Equity Council supports equity in the workplace

Cool Colleague Calendar advertises fun events, month-long celebrations and sales in LVHN gift shops

LVHN Logo Day is established for every Friday

Formation of LVHN's Healing Harmonies Choir

More than 500 ecards sent to colleagues on Random Acts of Kindness Day

### **Rewarding and recognizing outstanding colleagues**

24 Colleague Engagement Megastar and 29 Service Excellence Awards presented

Approximately 12,000 turkeys tossed and 600 cheesecakes too

Blankets, phone-charging stands and LVHN shirts offered to colleagues

Thanking you for all you do with a pullover or sweatshirt for Colleague Appreciation Day

Free meals, sandwiches, cookies, hot chocolate and other treats for your hard work and dedication

Department allowance for free food during and after holiday time for celebration

Great Place to Work free coffee days

Smile carts visit inpatient departments with treats

### **Growing for our future**

Administered nearly 600,000 COVID-19 vaccine doses and provided world-class care

Opened LVH–Hecktown Oaks, Breidegam Family Children’s ER and more

LVH–Muhlenberg became Level II Trauma Center

LVH–Cedar Crest, LVH–Hazleton, LVH–Pocono and LVH–Schuylkill receive Get With The Guidelines Stroke Quality Achievement Award

Lehigh Valley Orthopedic Institute and Leonard Parker Pool Institute for Health established

The 2022 Colleague Engagement Survey is April 4-25. Watch for an email from [survey@smdhr.com](mailto:survey@smdhr.com) that contains a link to the survey.

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### **Scheduling PTO? Remember These Dates**

The last day for colleagues to utilize PTO for fiscal year 2022 is June 25, 2022.

LVHN Insider

Thursday, March 31, 2022

*This information does not apply to colleagues at LVH–Hazleton\*, LVH–Schuylkill\* and LVH–Pocono\*.*

The last day for colleagues to utilize paid time off (PTO) for fiscal year 2022 (FY22) is **June 25, 2022**, which is the last workday of our current fiscal year. \*(As a reminder for LVPG providers, including physicians and advanced practice clinicians, the deadline for PTO differs from other network staff and remains June 30 annually. Please contact the Assistant Medical Director with any questions.)

**PTO Dates to Remember**

- June 25** Last day to use PTO in fiscal year 2022 (FY22)
- June 26** First day of fiscal year 2023 (FY23)
- June 30–July 8** Benefits team processes PTO allotment and carryover
- July 8 by 5 p.m.** FY23 PTO balances available to view in Colleague Resource Center (Lawson)

Call the Colleague Resource Center at **844-GO-ASK-HR (844-462-7547)** to get answers to your questions. Select option 4 to reach the benefits team.  
**Thank you for your continued partnership.**

The maximum PTO carryover into FY23 is 40 hours (80 hours if a colleague is absent from work due to an approved leave of absence within the last six months of FY22 or the first six months of FY23, per the Paid Time Off policy, HR 3002.40). The rules above regarding carryover also apply to all LVPG providers at all campuses including LVPG-Lehigh, LVPG-Schuylkill, LVPG-Hazleton and LVPG-Pocono.

During the COVID-19 crisis, the following PTO carryover guidelines will be implemented. Up to 40 additional hours of carryover (max of 80 total carryover hours) may be approved by a Vice President using [this request form](#) for colleagues who meet the following criteria:

- Colleagues who were denied PTO or asked to cancel PTO to provide extra staffing for patient care or business needs will be eligible for additional PTO carryover.

The following circumstances will not allow for additional carryover:

- Colleagues who could not use PTO due to external circumstances (i.e. trip cancellation)
- Colleagues who chose not to use PTO during a furlough

This policy does not apply to colleagues covered by an employment agreement or a contract (inclusive of LVPG providers at all campuses; any exceptions for providers will require Chair/Institute Chief approval).

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## Pop-up Vaccination Clinics for Colleagues

Walk in and get your COVID-19 vaccination or booster during pop-up clinics at LVHN hospitals in the Lehigh Valley.

LVHN Insider

Wednesday, March 30, 2022

If you're eligible for a COVID-19 vaccination or booster but didn't get it yet, now is your chance to get vaccinated conveniently. LVHN is hosting several pop-up vaccination clinics for all LVHN colleagues, as well as for our partners who work for Crothall and Morrison.

"We've heard from colleagues throughout the Lehigh Valley that it can be difficult to get to the vaccine clinics in Whitehall and Palmer Township, especially after work," says Laura Williams, Program Coordinator, Infection and Prevention Control. "We hope the pop-up vaccine clinics make it as convenient as possible for colleagues to get the COVID-19 vaccine they need."

### **Easy access**

The pop-up vaccine clinics will welcome all walk-ins. No appointment is needed. Colleagues should bring proof of prior vaccination, if applicable. All vaccine brands will be available.

### **Pop-up vaccination clinic schedule**

Tuesday, April 5, 7-11 a.m.  
LVH—Cedar Crest ECC room 6

Tuesday, April 12, 4-8 p.m.  
LVH—17<sup>th</sup> Street auditorium

Wednesday, April 13, 7-11 a.m.  
LVH—Muhlenberg ECC room D

Tuesday, April 19, 4-8 p.m.  
LVH—Muhlenberg ECC room D

Tuesday, April 26, 4-8 p.m.  
LVH—Cedar Crest ECC room 6

For more information on COVID-19 vaccinations, visit [LVHN.org/vaccines](https://lvhn.org/vaccines).

Download the PDF below to print and post this announcement in your department.

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## **Second COVID-19 Booster Authorized for Older and Immunocompromised Individuals**

Those 50 and older and those with compromised immune systems can get Pfizer, Moderna shots.

LVHN Insider

Wednesday, March 30, 2022

The Food and Drug Administration (FDA) and the Centers for Disease Control and Prevention (CDC) gave the green light Tuesday (March 29) to a second COVID-19 booster shot for two segments of the population – those 50 and older regardless of health condition and those as young as 12 with a compromised immune system.

Lehigh Valley Health Network will begin administering those booster shots to qualified individuals starting Thursday (March 31).

Vaccination requirements for LVHN colleagues remain unchanged.

LVHN continues to urge unvaccinated individuals to get vaccinated and the vaccinated to get their booster shots at the recommended time. National figures show nearly 50 percent of those eligible for their first booster have not yet received it.

LVHN has administered more than 600,000 COVID-19 vaccine shots since the beginning of the pandemic.

The Food and Drug Administration (FDA) and the Centers for Disease Control and Prevention (CDC) allowed the following adjustments to existing Emergency Use Authorizations:

- A second booster dose of the Pfizer-BioNTech or Moderna COVID-19 vaccines may be administered to those 50 and older at least four months after receiving a first booster dose of any authorized or approved COVID-19 vaccine.
- A second booster dose of the Pfizer-BioNTech vaccine may be administered to those 12 and older with certain kinds of compromised immune systems at least four months after receipt of a first booster dose of any authorized or approved COVID-19 vaccine. The FDA and CDC said this second booster is authorized for people who have undergone solid

organ transplantation, or who are living with conditions that similarly compromise their immune system.

- A second booster dose of the Moderna COVID-19 vaccine may be administered at least four months after the first booster dose of any authorized or approved COVID-19 vaccine to those 18 and older with the same types of compromised immune system.
- The CDC, in its approval, also said those 18 and older who received a primary vaccine and booster dose of Johnson & Johnson's Janssen COVID-19 vaccine at least four months ago may now receive a second booster dose using an mRNA COVID-19 vaccine (Pfizer-BioNTech or Moderna).

COVID-19 vaccine appointments are required at LVHN COVID-19 vaccine clinics in Hazleton, Pottsville and East Stroudsburg. Appointments and walk-in visits are available at two LVHN COVID-19 vaccine clinics in Lehigh and Northampton counties.

Individuals should discuss the timing of their boosters with their health care provider.

To schedule an appointment, visit our patient portal at [MyLVHN.org](https://MyLVHN.org). COVID-19 booster shot information can be found at [LVHN.org/booster](https://LVHN.org/booster).

Those seeking the boosters also can call the LVHN COVID-19 hotline at 833-584-6283 (833-LVHN-CVD).

Booster shots cannot be scheduled using the link at [LVHN.org/vaccines](https://LVHN.org/vaccines)..

Download the PDF below to print and post this announcement in your department.

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## **Structuring LVHN's Value-Based Assets for the Future; Greg Kile to Retire**

Greg Kile will retire upon completion of this reorganization.

LVHN Insider

Thursday, March 31, 2022

**This message is from Brian A. Nester, DO, MBA,  
President and Chief Executive Officer.**

Since the signing of the Affordable Care Act in 2010, LVHN has been building innovative systems and developing highly skilled teams to succeed in a fee-for-value health care environment. Our goal: Deliver higher quality care at a lower cost with high reliability.

LVHN has had many key accomplishments during this journey. We launched Epic and Populytics, and are merging payer claims data with clinical data to identify patients who are at risk for poor outcomes and help them achieve safer outcomes. Through our joint venture product with Highmark (Lehigh Valley Flex Blue), we are driving down trend costs. We also applied value-based assets to the Lehigh Valley Health Plan, improving outcomes while slowing the growth rate of our health care costs. It's one reason why colleagues' health care premiums have remained the same for three straight years.

While these successes have positioned LVHN well, the fee-for-value environment continues to evolve. To help ensure future success, we must make internal structural changes to leverage our fee-for-value assets and maximize our performance. This work has been led by LVHN Chief Insurance Officer Greg Kile and Executive Vice President and Chief Physician Executive Robert Murphy Jr., MD, in partnership with a team of colleagues across LVHN. Our reorganization plan will be finalized and unfold over the next 90 days.

Today I am sharing the major steps that will be implemented in the plan:

- All payer relations activity, including contracting and insurance-related matters, will move to the office of Executive Vice President and Chief Financial Officer Tom Marchozzi. This change will provide further alignment in contract negotiations and allow for enhanced coordination for processes related to payment, pre-approvals, denials management and day-to-day payer-related matters.
- The remaining assets within Populytics related to population health analytics, LVHN Health Plan operations and value-based contract execution will move to the office of the Chief Physician Executive under Dr. Murphy's direction. Network responsibilities for the LVPHO also will report to Dr. Murphy. These changes will accelerate our adoption of population health strategies and advance our execution of value-based initiatives and programming.

I applaud the entire team for its vision and collaboration in thoughtfully considering the reorganization of our value-based assets.



In particular, I would like to single out Greg Kile for driving LVHN toward a fee-for-value future and for his leadership in imagining this reorganization. As Greg reflects on this effort, the conclusion of this reorganization is the capstone of a long and successful career.

**It is with mixed emotions that I announce Greg's intention to retire upon completion of this reorganization.** He has had an extraordinary career, serving in numerous roles at LVHN spanning nearly four decades. Greg started his association with LVHN in 1991 as a colleague in HealthEast, then the parent organization to the Allentown Hospital and Lehigh Valley Hospital. In 1992, he helped assemble the Lehigh Valley Physician Hospital Organization (LVPHO). Greg served as Executive Director of the LVPHO from 1992 to 2010 before leaving to become Senior Vice President and Chief Innovation Officer at Blue Cross of Northeast Pennsylvania.

Fortunately, we were able to recruit Greg back to LVHN in 2013 as our Chief Insurance Officer and President and CEO of Populytics. In this role, he was charged with developing an analytic infrastructure for our population health aspirations that would allow us to develop and expand our capabilities for value-based reimbursement contracting. He accomplished all of this and more.

Under Greg's leadership, LVHN rapidly contracted with Optum and began our payer journey with claims data and value-based reimbursement contracts. He built a team of more than 225 colleagues who manage the LVHN Health Plan; offer a robust list of third-party, broker and direct-to-employer services; and provide care coordination for beneficiaries under our commercial value-based reimbursement contracts. He led the growth of Populytics, which now serves as our key connection with all payers and leads our exclusive partnership with Highmark. This infrastructure is the foundation of LVHN's population health and fee-for-value efforts. These efforts have succeeded due to the hard work of these teams and Greg's leadership.

I am grateful for Greg's persistence, professionalism and deep commitment to our health network. LVHN is a better organization because of his work. Greg has selected June 30 as his retirement date, as he wishes to personally oversee the reorganization plan of our value-based assets.

Please join me in thanking Greg for his enormous contributions to LVHN and in wishing him a very happy and healthy retirement.

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## **LVHN Hospitals Designated “Leaders” in LGBTQ Healthcare Equality Index**

This achievement highlights LVHN’s commitment to inclusivity and equality.

LVHN Insider

Tuesday, March 29, 2022

Lehigh Valley Health Network (LVHN) hospitals are receiving national recognition for demonstrating a commitment to advancing health equity in the lesbian, gay, bisexual, transgender, queer or questioning (LGBTQ) community.

The Human Rights Campaign (HRC) designated Lehigh Valley Hospital (LVH)—Cedar Crest, which includes LVH—17th Street and LVHN—Tilghman, LVH—Muhlenberg and LVH—Pocono as Leaders in its LGBTQ+ Healthcare Equality Index (HEI).

“This designation highlights LVHN’s dedication to creating an inclusive environment for our patients and colleagues,” says Judith Sabino, Chief Diversity, Equity and Inclusion Liaison, LVHN. “We are proud to be recognized as national leaders who show our commitment to the LGBTQ community by providing equitable, high-quality health care and a workplace where everyone feels respected.”

HEI is a national benchmarking tool that evaluates health care facilities’ commitment to inclusion and equity of their LGBTQ patients, visitors and employees. This is the third time LVHN submitted evidence to be considered for this HEI designation.

HEI evaluates and scores health care facilities on detailed criteria falling under four central pillars:

- Foundational Policies and Training in LGBTQ Patient-Centered Care
- LGBTQ Patient Services and Support
- Employee Benefits and Policies
- Patient and Community Engagement

"Lehigh Valley Health Network shows continuous commitment to LGBTQ+ community members in our area," says Kimberly Levitt, DHS, MPH, Health Programs Manager, Bradbury-Sullivan LGBT Community Center. "Through our partnership, we have the ability to implement public health initiatives throughout the year. LVHN is truly a fundamental health leader, and Bradbury-Sullivan LGBT Community Center is proud to see this recognition from the Human Rights Campaign."

In the 2022 report, 496 facilities earned HRC’s LGBTQ+ Healthcare Equality Index Leader designation. These facilities received the maximum score in each section, with an overall score of 100.

Another 251 facilities earned the “Top Performer” designation with scores between 80 and 95 points and at least partial credit in each section.

With 82% of participating facilities scoring 80 points or more, health care facilities are demonstrating concretely that they are going beyond the basics when it comes to adopting policies and practices in LGBTQ+ care.

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## **Launch of API Time and Attendance System is Here**

Consolidation of our time and attendance systems at Hazleton, Schuylkill and Pocono will be complete on April 3.

LVHN Insider

Friday, March 25, 2022

API is coming soon for Hazleton, Schuylkill and Pocono. The consolidation of our LVHN time and attendance systems will be complete on April 3, 2022.

Beginning with our next payroll period, LVHN will introduce the API system for timekeeping and scheduling for colleagues in Hazleton, Schuylkill and Pocono locations. API is the same system currently used by colleagues who work in the Lehigh Valley.

API officially goes live April 3, 2022, in these locations. All colleagues who will be starting their shift on Sunday, April 3, 2022, after 12:01 a.m. will begin clocking in on the API/symplr time clocks. Mobile app technology is available for iPhone and Android, and beacon technology will be rolled out at LVH–Hazleton, LVH–Schuylkill and LVH–Pocono. Beacon uses Bluetooth technology and allows colleagues to use their phone to clock in and out of API if they are within 10 feet of the beacon device. Visit the [API Support Site](#) on the intranet to learn more.

### **Here's what colleagues in Hazleton, Schuylkill and Pocono must do:**

- Training for colleagues will take place between Monday, March 28, and Friday, April 1.
- These sessions are being held via Webex with an instructor. You should already be preregistered through TLC.
- On Monday, March 28, colleagues will have the Time Clock Reader Course auto-assigned in TLC.
- Visit the [API Support Site](#) for information about different topics related to API.

Please watch for additional communication to you via email as we transition to the API system.

We have made every effort to ensure all the intricacies of payroll have been addressed prior to this launch and that colleagues are paid accurately.

You can talk with your department manager or supervisor, or a colleague in the human resources department or payroll to help address any questions that may arise during this transition.

The reconciliation process to calculate any pay owed to colleagues for on-call, premium pay, call worked, any unpaid differentials and other factors that are not calculated in the temporary process will not occur until after API launches. Any PTO, sick time or other non-productive tracking and balances also will be corrected at that time.

Thank you for your patience and understanding as we introduce this new and improved time and attendance system at LVHN.

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### **Meet LVH–Cedar Crest’s New Chief Medical Officer**

Matthew Schreiber, MD, has a track record of achieving world-class clinical and patient-centered outcomes.

LVHN Insider

Friday, March 25, 2022

**This message is from Michael A. Rossi, MD, MBA,  
Executive Vice President and Chief Clinical Officer.**

I am pleased to announce the newest member of LVHN’s hospital leadership team. **Matthew Schreiber, MD, is the new Chief Medical Officer (CMO) at LVH–Cedar Crest.** He will join LVHN March 28.

As CMO, Dr. Schreiber will work closely with LVH–Cedar Crest President Stephen Zieniewicz to drive clinical excellence, quality and safety. He will provide leadership in the areas of inpatient operational efficiency, disease management, clinical integration, care coordination, overall patient experience, physician engagement and strategic planning and goal setting for LVH–Cedar Crest.

The addition of Dr. Schreiber will allow Larry Riddles, MD, who had been serving as LVH–Cedar Crest CMO, to provide focused leadership as CMO of LVH–Schuylkill and LVH–Carbon when it opens later this year. Please join me in thanking Dr. Riddles for his service, partnership and commitment to excellence.

### **Meet Dr. Schreiber**

Dr. Schreiber has deep experience with hospital operations, strategic planning, innovative care delivery models, High Reliability Organizations, as well as leading quality and safety improvement efforts. He comes to LVHN from Newark Beth Israel Medical Center (NBIMC) where he has served as Chief Operating Officer (COO) since 2019. With more than 650 beds, NBIMC is a quaternary care center and part of RWJBarnabas Health, the largest health system in New Jersey. Dr. Schreiber was the chief architect for NBIMC's COVID-19 pandemic response and oversaw a major capital improvement project to renovate the hospital's emergency department, operating rooms and catheterization lab. At the system level, he was instrumental in leading the execution and implementation of a High Reliability Organization plan which included training to more than 30,000 colleagues across all of RWJBarnabas Health. Prior to becoming COO, Dr. Schreiber served as NBIMC's Chief Clinical Officer (CCO), helping the organization achieve world-class clinical and patient-centered outcomes. By implementing safety education, the health system experienced dramatic quality improvements that led to an 'A' hospital safety grade from The Leapfrog Group and inclusion on Newsweek's list of "The World's Best Hospitals."

Dr. Schreiber began his career as a rural primary care physician in the foothills of the Blue Ridge Mountains in Georgia and then transitioned into working as a dedicated adult hospitalist for Piedmont Healthcare, a large health system in the Atlanta region. During his decade of service at Piedmont, Dr. Schreiber served in a variety of key physician leadership roles including medical director of hospitalist services, CMO for their flagship 530-bed Piedmont Hospital and Chief Safety Officer for the health system. He was then recruited to Spectrum Health, a large 12-hospital integrated health system in Grand Rapids, Mich. Dr. Schreiber first served as Vice President of Quality and Safety and then as Vice President for the Acute Health (Inpatient) Service Line at Spectrum Health.

Dr. Schreiber received his bachelor's degree at Stanford University. He earned his medical degree from the Sackler School of Medicine. He then completed a combined internal medicine-pediatrics residency program at University of California-San Diego School of Medicine.

Originally from Boston, Dr. Schreiber and his wife have three wonderful children. Please join me in welcoming him to the LVHN family.

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## LVHN Breaks Ground at LVH-Hazleton for New Cancer Center

The new cancer center will be part of Lehigh Valley Topper Cancer Institute.

LVHN Insider

Thursday, March 24, 2022

In case you missed it, LVHN broke ground today for its newest regional cancer center at LVH–Hazleton. The virtual groundbreaking included a prerecorded video premiered on LVHN and LVH–Hazleton Facebook pages and continues to be available on Facebook. You also can view the groundbreaking video at [LVHN Cancer Center at Lehigh Valley Hospital–Hazleton Virtual Groundbreaking](#). We encourage you to share this #LVHNProud moment on social media with your family, friends and colleagues.

The new cancer center will be part of Lehigh Valley Topper Cancer Institute, which offers leading-edge cancer treatments and clinical trials to individuals within their own community. The Cancer Institute is also one of only three cancer centers in the country participating in the Memorial Sloan Kettering (MSK) Cancer Alliance, which provides patients with additional lifesaving care options close to home.

When completed, the 32,000-square-foot, \$20 million cancer center will have three floors and include a Lehigh Valley Physician Group (LVPG) Hematology Oncology physician practice, an infusion suite with private therapy rooms, radiation oncology services, telemedicine capabilities and a session suite for rotating cancer specialists. The centerpiece of this new cancer center will be a state-of-the-art linear accelerator with a CT simulator that can deliver precision stereotactic radiation therapy to treat cancer.

“The need is very clear, and this expansion will allow our patients to receive many of their treatments in a centralized location,” said Terry Purcell, President, LVHN Northwest Region. “Our community will benefit greatly from this advanced cancer facility, and we are very proud to build upon and enhance the current cancer services we offer.”

The cancer center is expected to open in the spring of 2023.

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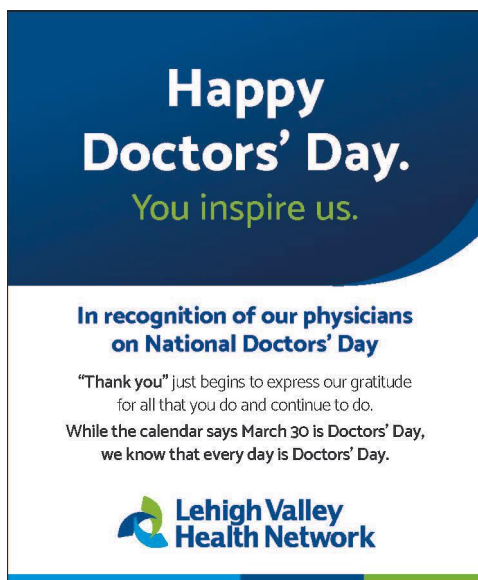
## LVHN Physicians, You Inspire Us

This Doctors' Day, LVHN colleagues are celebrating how our physicians inspire them and our community.

LVHN Insider

Wednesday, March 30, 2022

Lehigh Valley Health Network (LVHN) physicians go above and beyond for their patients and our community. This Doctors' Day, we are celebrating our outstanding LVHN physicians with several billboards and print ads with a simple but heartfelt message: **Thank you. You inspire us.**



In addition, Deborah Bren, DO, LVHN Medical Staff President, appears in a video to thank physicians for all they do for our community. The video features a variety of photos submitted by colleagues who made signs to thank physicians and let them know how inspiring they truly are. Watch the video:

<https://youtu.be/W4GL9CZAvw8>

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## **Fortunoff Backyard Store Partners with Lehigh Valley Reilly Children's Hospital**

Support our Children's Hospital while shopping for outdoor furniture and decor.

LVHN Insider

Monday, March 28, 2022

Spring is just around the corner, and with warm weather on the way, it's the perfect time to pick out new outdoor essentials while also supporting Lehigh Valley Reilly Children's Hospital.

Fortunoff Backyard Store will be opening in Allentown on Friday, April 1, 2022. In support of our community, they will be donating 5 percent of their opening weekend sales to Lehigh Valley Reilly Children's Hospital.

### **Additional details**

Fortunoff Backyard Store sells a variety of outdoor furnishings and accessories, including dining and seating sets, umbrellas, pillows and space heaters.

The new store will be located in the Hamilton Crossings shopping center on N. Krocks Road. During the opening weekend, the first 20 shoppers on Saturday and Sunday will have the opportunity to receive a mystery gift card up to \$250 toward their purchase, and all customers can enter to win a \$2,000 backyard makeover.

In addition to the Lehigh Valley Reilly Children's Hospital donation, the store will also be offering a 10 percent discount to all Lehigh Valley Health Network (LVHN) employees throughout the month of April. If you work for LVHN, be sure to mention this and show your employee ID card while checking out.

To learn more about the new Fortunoff Backyard Store location, visit the [store's webpage](#).

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## Why Women's History Month is Important to Lekha Racharla, DO

She honors the trailblazing women who have left a positive impact on health care.

LVHN Insider

Wednesday, March 30, 2022

**Lekha Racharla is a cardiology fellow with Lehigh Valley Health Network, in her fifth post-graduate year. She is also the current president of Lehigh Valley Resident Association. She honors the trailblazing women who have left a positive impact on health care by telling her own story during Women's History Month.**

It is both a pleasure and an honor to celebrate Women's History Month with LVHN. Women's History Month is an opportunity to celebrate the achievements of the past while also recognizing the continued efforts and contributions by women around the world. In health care, there have been many female leaders who have worked diligently to advance medical practices and implement initiatives that positively impact patient care.

As I have embarked on my career, I have been blessed with several mentors – both female and male – who provided unwavering encouragement in my journey. Each of them uniquely inspiring me to grow both as a physician and a leader. While at LVHN, I have been able to work closely with countless mentors who have consistently provided me with opportunities to develop my leadership skills but also serve as role models as I begin my career as a cardiologist. As the proverb goes: "It takes a village to raise a child." LVHN, my family and many others have been my village. One day, I hope to inspire other young women and be a part of their "village."

Though there are a multitude of reasons to celebrate Women's History Month, highlighting women who have made an impact in medicine opens a world of possibilities to young girls. Not only can we shape the perceptions of young girls, but we can also provide encouragement to women at all stages of their lives and careers. A health network that highlights female leaders fosters a unique environment that can inspire women. It is vital for health care organizations to recognize the accomplishments of women and create an atmosphere that encourages diversity and inclusion. These women have paved the way for those in the present day and the future. In recognizing their accomplishments, we, too, can accelerate the growth process.

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## **Relationship-Centered Communication Program at LVHN**

The interactive workshop engages physicians and APCs in relationship-centered communication skills.

Marciann Albert

Friday, March 25, 2022

Communication is integral to our ability to deliver high value, quality care.

The Relationship-Centered Communication Program at Lehigh Valley Health Network is an interactive workshop purposefully designed to engage and encourage providers to apply relationship-centered communication skills.

These skills connect to core domains impacting patient experience measures: listening carefully, treating with courtesy and respect, and explaining things in a way that patients can understand. Relationship-centered communication skills lead to better outcomes for patients, clinicians, teams and health care institutions.

### **WHY Relationship Centered Communication Program?**

[Watch this video](#) to learn more.

### **Why is the material so important?**

“Effective, real-time, in-person communication between a patient and their provider comprises the foundation of the profession of medicine; it is the bedrock upon which medicine and patient experience are built. Our Relationship-Centered Communication (RCC) workshops are the product of a multi-year partnership between LVHN and the Academy of Communication in Healthcare (ACH), a non-profit academic organization providing evidenced-based educational programs to healthcare organizations interested in improving communication between providers, patients, and colleagues. Our RCC workshops provides the attendee an in-person, customized nurturing environment to learn and practice high-quality, relationship centered communication skills.” – [Larry Riddles, MD, MS, MBA, Regional Chief Medical Officer, Lehigh Valley Health Network](#)

### **Why did we lock arms with ACH?**

“The Academy of Communication in Healthcare is the premier organization focusing on communication and its impact on relationships in medicine. For over 40 years this group of committed healthcare professionals has researched and shared valuable information on how to communicate more effectively in the changing landscape of healthcare. The ACH bases their programs and processes on evidence, demonstrating how these seemingly simple techniques can improve patient outcomes, organizational quality metrics and provider experience. My personal experience with the individuals in this organization has invigorated me in a way that I did not think possible after 30+ years in practice. There is always a way to do it a bit better for and with our patients and the ACH has provided me and LVHN with the tools to do just that!” – [Robin Schroeder, MD, FAAFP, Bariatric Medicine \(Obesity Medicine\), Lehigh Valley Health Network](#)

### **Why are coaches involved?**

“LVHN is invested in supporting colleagues for their ongoing development beyond the workshops. Each participant will have an individualized coaching session with an ACH certified communication coach using the Relationship Centered Appreciative Coaching Model. This allows learners to hold and strengthen their learning goals with Relationship Centered Communication in their own space and time.” – Molly Thompson-Chavez, Director of Strategic Operations, Director of Relationship Centered Communication

### **Participants will learn to:**

- Create rapport quickly
- Elicit the list of ALL concerns
- Negotiate the agenda
- Open the conversation
- Explore perspective and name emotions
- Respond with empathy
- Share the information with ART loops
- Assess understanding with Teach-back
- Close the visit

### **Registration details:**

- Registration is required.
- Registration closes 24 hours prior to the scheduled class date.
- Only 12 registrants are accepted for each scheduled session.
- Lunch and coffee will be catered for the workshop.
- Please bring any other refreshments you may need for the day.
- Vending machines and kitchen amenities are also available on-site.

Interested providers may visit the Sessions page on the [class website](#) to register.

**\*\*This training is currently open to LVHN physicians and advanced practice clinicians only\*\***

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## **Lehigh Valley Topper Cancer Institute Utilizes Point-of-Care Ultrasound**

Emergency medicine and oncology clinicians teamed up to make intravenous line insertions easier for cancer patients.

LVHN Insider

Friday, March 25, 2022

When [Lehigh Valley Topper Cancer Institute](#) was gifted a point-of-care ultrasound (POCUS) as part of a [generous donation from Tom and Karin Hall](#), there was a lot of excitement. POCUS helps clinicians find veins more easily when putting in intravenous (IV) lines, which reduces insertion attempts. This ultimately leads to higher patient satisfaction and less complications (like infections and blood clots).

However, there was one problem: none of the Cancer Institute nurses were trained to use it.

### **Teaming up**

Jill Korn, RN, Director of Clinical Services for the Tom and Karin Hall Center for Infusion and Cellular Therapies at Lehigh Valley Topper Cancer Institute [at Lehigh Valley Hospital \(LVH\)–Cedar Crest](#), knew she had to address this problem.

She was aware that POCUS has been used in Lehigh Valley Health Network (LVHN) emergency rooms for a long time, and decided to contact emergency medicine physician [Kevin Roth, DO](#), with the [Emergency Room at Lehigh Valley Hospital-Muhlenberg](#) and the [Emergency Room at Lehigh Valley Hospital-Cedar Crest](#).

“We have been performing POCUS and training our emergency medicine physicians and nurses on it for almost two decades,” Roth says. “We know how beneficial the technology is for patients, and we wanted to support our oncology colleagues in using it.”

Roth quickly set up a lecture and hands-on tutorial for interested oncology nurses. Afterward, the nurses began proctored patient training to become even more skilled with the technology.

Connie Simpson, RN, an emergency medicine nurse preceptor, is leading the proctored training efforts. Simpson learned how to use POCUS when it was first offered at LVHN, and she is happy to pass on her knowledge.

### **A lasting impact**

More oncology nurses are expected to train on POCUS with the support of experienced emergency medicine nurses, and as members of the first cohort complete their proctored patient training (by performing 25 successful IV line placements), they will begin to utilize the technology independently in the Cancer Institute's treatment areas.

"It has been great watching the teamwork unfold between two talented groups of clinicians," Roth says. "We look forward to educating more oncology nurses on this important technology and making it available for cancer patients on a regular basis."

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### **Memorial Sloan Kettering Cancer Alliance Takes Research to a Higher Level**

Suresh Nair, MD, is featured in the latest HIMSSCast podcast episode.

by LVHN Insider

Published March 24, 2022

<https://himsscast.buzzsprout.com/728309/10227898>

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U.S. Senior Open Junior Ticket Design Contest Open to Creative Kids

USGA, Lehigh Valley Reilly Children's Hospital sponsoring contest

By **Joe Nixon**

March 28, 2022



The United States Golf Association (USGA) and [Lehigh Valley Reilly Children's Hospital](#) have teamed up to sponsor a colorful contest for kids in connection with the upcoming U.S. Senior Open Championship in late June at Saucon Valley Country Club's Old Course in Bethlehem.

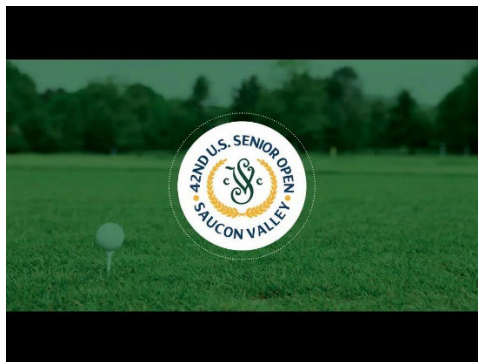
Four winners will receive gallery tickets to the championship and have their design featured on souvenir tickets to the Junior Experience, sponsored by Lehigh Valley Reilly Children's Hospital. The Junior Experience is free for children and young teens attending the U.S. Senior Open and will include golf-related activities, arts and crafts, snacks and beverages, and other entertainment.

The ticket design contest is divided into two age groups. Those 3-6 are invited to color the image on the ticket contest flyer. Those 7-14 are invited to draw a golf-related image in the blank box on the contest flyer. Winners will have their designs printed on all commemorative Junior tickets distributed at the Senior Open.

Lehigh Valley Reilly Children's Hospital and Lehigh Valley Health Network (LVHN) are proud supporters of the 42nd U.S. Senior Open Championship, which will be held June 21–26. The championship will feature a field of 156 of the world's best professional and amateur senior golfers (over age 50).

LVHN will present the U.S. Senior Open's 19th Hole, an outdoor festival-like experience in the middle of the three finishing holes (16, 17 and 18). The 19th hole includes a variety of food and beverage options, live television coverage, lawn games and more.

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**Colleagues Eligible for Discounted U.S. Senior Open Golf Tickets**

LVHN is among major supporters of the late June championship at Saucon Valley Country Club.

LVHN Insider

Thursday, March 24, 2022

Lehigh Valley Health Network's (LVHN) major commitment to the upcoming 42nd U.S. Senior Open Championship at [Saucon Valley Country Club](#) includes an opportunity for LVHN colleagues to buy discounted tickets. This opportunity has been extended through the end of April.

Both gallery and 19th Hole tickets will be available at a 20 percent discount.

The championship will be played on the country club's Old Course from June 23-26, 2022, with practice rounds on June 21 and 22.

LVHN this year is the presenting sponsor for the 19th Hole, a 660,000-square-foot outdoor, festival-like area in the middle of the three finishing holes (16, 17 and 18). The health network also is the presenting sponsor for the Junior Experience Tent which will include many interactive features for children of all ages.

The charts below show discounted colleague prices for both gallery and 19th Hole tickets.

#### Gallery tickets for U.S. Senior Open Championship

Gallery Ticket	Regular Price	LVHN Colleague Price
Tuesday	\$25	\$20
Wednesday	\$25	\$20
Thursday	\$40	\$32
Friday	\$40	\$32
Saturday	\$50	\$40
Sunday	\$50	\$40

[Click here](#) to order discounted gallery tickets. You must use your LVHN email to set up your account and get the discount.

Gallery tickets provide general admission to the U.S. Senior Open and Saucon Valley Country Club's grounds to walk the course and watch your favorite players. With this ticket, you will have access to grandstands and the opportunity to purchase food and beverages at concession stands around the course. Complimentary parking at an off-site location with shuttle service to and from Saucon Valley Country Club is included with each gallery ticket.

## 19th Hole ticket prices

19th Hole Ticket	Regular Price	LVHN Colleague Price
Tuesday	\$50	\$40
Wednesday	\$50	\$40
Thursday	\$70	\$56
Friday	\$70	\$56
Saturday	\$80	\$64
Sunday	\$80	\$64

[Click here](#) to order discounted 19th Hole tickets. You must use your LVHN email to set up your account and get the discount.

The 19th Hole includes various interactive activities such as golf simulators, a 9,000-square-foot putting green, live music in the late afternoon on June 21 and 22, a jumbotron, and TVs to watch all the action, cornhole, giant Jenga games and more. 19th Hole ticket holders will have access to a wide variety of food and beverage options within the 19th Hole as well as executive restrooms. Food and beverage will be available at an additional cost.

In addition to access to the 19th Hole, these tickets provide general admission to the U.S. Senior Open and Saucon Valley Country Club's grounds to walk the course, watch your favorite players, and access grandstands. Complimentary parking at an off-site location with shuttle service to and from Saucon Valley Country Club is included with each 19th Hole ticket.

Saucon Valley Country Club is no stranger to championship golf. It hosted the 1992 and 2000 U.S. Senior Opens and the 2009 U.S. Women's Open.

[Visit the United States Golf Association's \(USGA\) website](#) for championship information.

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**Join Helwig Health and Diabetes Center for Camp Red Jacket**

LVHN RNs, LPNs and medical assistants can participate in Camp Red Jacket June 20-24.

Marie Tomins

Monday, March 28, 2022

Did you know the Helwig Health and Diabetes Center hosts Camp Red Jacket, a free weeklong day camp for children with Type 1 diabetes? Camp Red Jacket is held at Camp Fowler in Orefield. This year the weeklong camp is June 20-24.

Supporting camp is an incredible opportunity to make a difference in the lives of children with this chronic illness.

Helwig Health and Diabetes Center is seeking clinical colleagues, including RNs, LPNs and MAs, to support camp. Please contact Marie Tomins either by email at [marie.tomins@lvhn.org](mailto:marie.tomins@lvhn.org) or phone at 610-402-4599 for more details.

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## Raising Awareness for Bleeding Disorders

Though considered rare, millions are affected by blood clotting disorders

By Maggie Wurst



Bleeding disorders are rare conditions that affect the body's ability to form a clot, which leads to prolonged bleeding from injuries and surgery, and sometimes, spontaneous bleeding.

While these conditions are relatively rare, it's a good idea to know their signs and symptoms and how they develop.

For Bleeding Disorders Awareness Month, Jayanti Kunwar, RN, nurse manager of the [Hemophilia Treatment Center](#) at [Lehigh Valley Hospital \(LVH\)–Muhlenberg](#), shares answers to common questions people have about these conditions.

[What are the main types of bleeding disorders?](#)

There are 13 factors that control clotting in the human body. With bleeding disorders, the amount of one or more of these factors is low or not present at all.

While there are many conditions that fall into this category, two of the most common are von Willebrand disease and hemophilia.

### What are the symptoms of bleeding disorders?

The most common symptoms include:

- Bleeding into the muscles, soft tissue or joints
- Extensive bleeding from small cuts or during minor procedures
- Frequent bruising
- Heavy periods
- Unexplained nosebleeds

Some bleeding disorders are identified early in life, while others are not diagnosed until later.

“Some people are diagnosed as a child when they get a scrape and the cut keeps bleeding,” Kunwar says. “Others don’t know they have a bleeding disorder until they start their period or get their wisdom teeth out when they are older. It truly depends on the type of condition you have and your life experiences.”

### What should I do if I think I have a bleeding disorder?

If you experience any of the symptoms listed above, you should make an appointment with your primary care provider. While they could be a sign of a bleeding disorder, they are most often caused by other conditions.

However, if additional testing reveals a bleeding disorder, you will need to see a hematologist (a doctor who specializes in conditions affecting the blood).

Many patients with bleeding disorders are specifically referred to hemophilia treatment centers, where clinicians who specialize in treating these conditions offer the latest treatments and advanced care.

### Lehigh Valley Topper Cancer Institute’s Hemophilia Treatment Center

The Hemophilia Treatment Center (HTC) at LVH–Muhlenberg is one of approximately 150 HTCs in the United States. Founded over 30 years ago, the comprehensive program offers a range of services, including diagnostic testing, prevention-focused care, coordination with other clinicians and patient education.

“Our role goes beyond treating our patients. We work with their other doctors to safely plan unrelated medical procedures and help educate their families and schools about their condition,” Kunwar says. “Bleeding disorders are something to be careful about, but if you have one, you can still live a long and happy life. We are here to help our patients achieve that.”

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## LVHN's Bloodless Surgery Program Makes Open-Heart Surgery Possible Without Blood Transfusions

Deborah “Debbie” Rinier's religious beliefs prevented her from receiving blood transfusions but LVHN's Bloodless Surgery Program made her surgery possible.

By Emily Shiffer



Deborah “Debbie” Rinier, 69, of Macungie, knew she had a heart murmur her entire life. Up until March 2021, it had never caused any major health issues. But during her yearly exam, her physician noticed that her murmur had significantly worsened. By the time she went to her follow-up appointment in August 2021, she had started to feel the effects of her murmur.

“I had no energy because my heart wasn't pumping correctly. I could barely walk, and it got to the point where I couldn't do any housework, cook or clean. It was physically exhausting and getting worse,” she says.

She had tests done and could barely walk for one minute. Debbie was diagnosed with left ventricular outflow tract obstruction due to a medical condition called hypertrophic cardiomyopathy (HCM). She would need a surgery called septal myectomy but had reservations due to her religious beliefs.

### Respecting faith while providing necessary care

As one of Jehovah's Witnesses, Debbie has a faith-based objection to blood transfusions. To meet her needs, her cardiologist, [Nael Hawwa, MD](#), with [Lehigh Valley Heart and Vascular Institute](#), referred her to LVHN's [Patient Blood Management and Bloodless Surgery Program](#). She was connected with Kelly Frinzi, Patient Liaison for the program, who worked with Debbie to learn and listen to her needs.

“We held a virtual consultation with her to discuss the alternatives for bloodless surgery that are offered through our program,” says Frinzi. “We work hard to make sure our patients receive the treatment they need while respecting their personal convictions and preferences. You not only have a patient advocate by your side, but we are there before, during and after surgery. We treat you as we would our own family.”

### Preparing for bloodless surgery

Debbie was referred to cardiothoracic surgeon [James K. Wu, MD](#), with Lehigh Valley Heart and Vascular Institute, who would perform her surgery. To prepare her for bloodless surgery, she was also referred to hematologist [Bradley Lash, MD](#), with [Lehigh Valley Topper Cancer Institute](#), who optimized her blood before surgery with iron infusions.

“We abide by the specific rules and wishes of the Jehovah’s Witness community so that their religious convictions can be upheld,” explains Wu. “In cardiac surgery, there is always going to be a certain amount of blood loss associated with the conduct of the operation. Sometimes, this means 20 to 25% of the total volume. We do a very comprehensive pre-op preparation to ensure adequate blood volume within the patient in conjunction with the Patient Blood Management and Bloodless Surgery Program and Hematology.”

Wu adds that the surgery is also slower than usual. This allows the surgical team to account for and control all the bleeding sources to the extent possible during the operation.

### Open-heart surgery without blood transfusion

Debbie was scheduled for surgery on November 12, 2021, and everything went according to plan.

“Dr. Wu did such a great job, and my whole experience at LVHN was off the charts,” says Debbie. “Kelly was just great – she is my girl. She knew how to help keep me patient and calm.”

After her surgery, Debbie spent a few days recovering in the ICU.

“My care team kept checking on me. It was a huge team effort, and everything ran so smoothly,” she says.

Once she was ready, Debbie went home to fully recover.

### Back to health

“I am feeling so much better. I’m not in any pain, and within four weeks I felt fantastic. My friends and family can’t get over it,” she says. “They tell me, ‘You don’t look like someone who’s had open heart surgery!’ I have started cooking dinner again, and I’m back to doing the laundry and ironing.”

She's incredibly grateful for her care and the effort of the Patient Blood Management and Bloodless Surgery Program.

"My care was meticulous. The Patient Blood Management and Bloodless Surgery Program went an extra step to make sure everything would be OK," she says. "As one of Jehovah's Witness, I had no reservations at all for the procedure. Kelly and her team always reassured me, and everything was just perfect."

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