View From the Summit
See what they discovered, page 6
One Step at a Time
Our experiences at the Summit

On April 12, we both had the opportunity to attend the Summit at Lehigh University’s Stabler Arena. We gathered with nearly 1,000 colleagues for this planning and action session. We were encouraged to sit with people we didn’t know. Our group started as strangers, so to speak, but by the end of the day we were chatting easily about work and our lives. In our group we had people from the department of medicine, engineering, clinical engineering, medical staff services, Lehigh Valley Physician Group and administration.

The two of us sat next to each other and we were then partnered together for the interactive components of the session. We discussed our findings with our small group, and eventually reached conclusions that were shared with everyone at the Summit.

One of the interesting conversations during the day centered on use of the word “non-management” to describe those in the room who were not in a formal management position. There was an overwhelming feeling throughout all those in attendance that we all fill important roles in the organization and, after the entire 1,000 people voted, the word colleague emerged as the word to describe all of us at LVHN.

Our group liked the selection of the word colleague. We openly discussed the reality that job title has nothing to do with how invested a person is in our organization. We are all interested in working with a team of people we trust to bring high-quality health care and exceptional service to our community. In other words, we want to work with “colleagues” and share a mutual respect that comes with working together toward the same goal. And we want to work in an environment that is so positive no one would be tempted to leave or think that the grass was greener in another organization.

This is just a snapshot of what we learned while we climbed to the top of the Summit. You can read a lot more about it in the article on page 6. Although that day is over, the journey has just begun. We both look forward to working with all 11,000 of our colleagues as we move forward in this era of time, trust and teamwork—and you should too.

Debbie Burrack
LVPG Billing

Terry Capuano, RN
Chief Operating Officer
Honoring the Fallen

Friends of Nursing recipient leads her team when tragedy strikes

Perfect white gloves. Meticulously shined shoes. An impeccably folded American flag. A police dog walking our hospital halls. These are the snapshots that will forever remain imprinted in the memory of Lou Ann Newman, RN, manager of operative services at Lehigh Valley Hospital–Cedar Crest and recipient of the Joseph J. Prorok, MD, Friends of Nursing Award for Excellence in Perioperative Nursing.

A nurse in Lehigh Valley Hospital–Cedar Crest’s operating room (OR) for eight years, Newman led her OR team on two separate occasions in 2011 when members of law enforcement who died in the line of duty gave the gift of life by donating their organs. “It was truly a team effort on behalf of so many, including the OR team, emergency services, security, pastoral care and others,” she says. “Everyone went out of their way to paint the picture of respect that the fallen officers most certainly deserved, as did all of the law enforcement brothers who came to support the fallen, their families and each other.”

On the first occasion, 50 fellow officers accompanied a slain Berks County deputy sheriff to the hospital. Newman, along with her team and others in the health network, made arrangements for 20 officers in the honor guard to accompany the deceased officer to the operating suite. As part of honor guard protocol, one officer remained outside the door of the operating room with an American flag. Upon completion of the organ procurement, all 50 officers, led by the slain deputy sheriff’s police dog, accompanied the deputy sheriff from the operating suite, through the hospital to the exit, and began a ceremonial procession to the funeral home.

Sadly, this same situation occurred within two months when a Freemansburg police officer was killed in the line of duty. Again, a team from emergency management, security and pastoral care orchestrated the procurement and procession in an atmosphere of utmost respect.

“The raw emotion was evident no matter where you looked on those days,” Newman says. “While we wanted to do everything we could to honor those who protect and serve our communities, we also needed to remain focused on our work. Sometimes you can’t think about the enormity of what’s happened until your shift ends and you go home. That’s when it really sinks in.”

—Amy Koch
Cool Tools

Innovative technology helps us provide safe, efficient, leading-edge care

If you buy the latest cell phone or iPad the day it hits the stores, you’re a tech junkie. Ironically, you work at a health network that’s just as passionate about technology. We’re always looking at the latest health care “gadgets” that can help us deliver an even higher level of care. Check out our newest cool tools.

Cool tools are just one reason we are:

▶ On the Becker’s Hospital Review 2012 list of the 100 Best Places to Work in Healthcare
▶ A 2012 Computerworld Honors Laureate

HD surgery in the hybrid OR

If you think your big-screen TV is awesome, check out the one in our new hybrid operating room (OR) at Lehigh Valley Hospital–Cedar Crest. “It’s a 55-inch plasma screen that shows eight images at once,” says diagnostic technologist Duane Frey. It shows things like X-rays, ultrasounds and vital signs. In a traditional OR, a separate monitor is needed for each image. This monitor allows the surgeon to find all needed information in one spot.

The device that takes images in the hybrid OR, called a c-arm, does things other c-arms can’t. It’s more flexible and can move around the entire OR table. When you tilt the table, the c-arm automatically tilts with it to stay focused on a precise area, and can return to an exact location after it is moved. This c-arm instantly takes sharper, 3D images to give surgeons clearer views and exposes patients to lower doses of radiation. We’re only the third hospital in the nation with this innovative tool (made by Philips). We use it to perform vascular and valve surgeries, as well as a new procedure that replaces the heart’s aortic valve with a catheter.
Tru-D kills germs dead

It looks like R2-D2’s big brother. Instead of fighting the forces of evil, it destroys the sources of infection. Its name is Tru-D®, and it disinfects rooms in our hospitals with high-powered ultraviolet (UVC) light. Like Luke Skywalker’s light saber, Tru-D’s light destroys all bacteria and viruses it shines on, even those hiding on window blinds and inside open drawers. We use Tru-D in ORs and rooms that were occupied by patients with a highly infectious diarrhea (Clostridium Difficile).

Tru-D truly helps patients. “It kills what you can’t see with the naked eye,” says Terry Burger, RN, director of infection control and prevention. “It complements our standard environmental cleaning.” Tru-D doesn’t damage items in the room, and can be used in rooms with glass windows and doors. A sensor placed on the door of the room being disinfected shuts Tru-D off should someone attempt to enter. Tru-D even talks to let you know it’s about to go to work. It’s rare to see an infection-fighter like Tru-D (made by Lumalier Corporation). We’re the only hospital in the region using this tool to help keep patients safe.

Nothing writes like this pen

It may look and write like a ballpoint, but it does so much more. With its infrared eye, the T-System DigitalShare™ Pen takes everything you write in a patient’s paper medical record and converts it into an electronic medical record (EMR). Colleagues and local EMS providers use these high-tech pens mostly when we provide emergency care at Pocono Raceway, where building an entire EMR system would be very costly.

Using the pens, caregivers write on special paper containing a template showing where specific patient care information should be written. The pen, made by T-System (the same company that supplies our emergency department charting system), then sends an electronic version of the patient’s medical record to our health network. The electronic version is accessed by colleagues when the patient arrives in our ED for follow-up care. Mike Wargo, administrator for the department of public safety and emergency operations, says the pens are portable and easy to use, adding, “First responders can use them without having to be trained on our EMR system.”

—Rick Martuscelli and Matthew Burns
April 12 was an exhilarating day of sharing, learning and imagining the future as nearly 1,000 colleagues gathered for the Summit at Lehigh University’s Stabler Arena. It was the next step in a journey that began at employee forums last fall.

What led us to the Summit?
During the forums colleagues were asked, “What do you need to do your job well and be at your best more often?” More than 10,000 ideas were collected. The consensus is we’re at our best when we’re helping, and our ability to help depends upon three conditions—time, trust and teamwork. Colleagues representing all levels and roles in our health network—both clinical and nonclinical—came to the Summit to discuss specific ways to engrain those conditions into our culture.

What did we learn?
President and chief executive officer Ron Swinfard, MD, kicked off the event by telling participants, “I can talk to you like family now.” He then explained the purpose of the day’s conversation: “We want to find out what you think and feel because you are a big part of our strategic planning process.” (Visit Mission Central at lvhn.org/conversations to see his entire opening address.)

Throughout the day, participant feedback focused on more open and trusting relationships between managers and their teams, as well as other departments. Specific comments were captured through iPads and other interactive technology and condensed by an on-site “theme team.” Based on votes, this is the statement the group believes best describes our health network’s desired culture: “Respectful communication in a safe environment where honesty and openness are valued, not punished.”
What’s next?

Feedback gathered at the Summit continues to be studied by the Mission Possible evaluation team. That data and the “desired culture” statement will be used to help formulate fiscal year 2013 goals, particularly around the “people” organizational priority.

VISIT MISSION CENTRAL AT
www.lvhn.org/conversations
for updates on this strategic process, as well as videos, photos and stories about the many other ways we make our mission possible.

—Gerard Migliore
Things You Should Know About Our Partnership With the Phantoms

When the Phantoms of the American Hockey League begin to play in the new downtown Allentown arena, Lehigh Valley Health Network will be part of the action. Here's what you need to know about our partnership with the Lehigh Valley’s newest sports team:

1. IT’S ALL ABOUT COMMUNITY.
   More than 100 years ago, our health network began with the opening of what was then The Allentown Hospital. Today, Lehigh Valley Hospital–17th Street offers people in Allentown high-quality medical and surgical care, cancer and stroke care, and a Community Health and Wellness Center, among other vital services. The Allentown arena is the most significant revitalization project in the city’s history. “We believe in this project and are excited about the opportunity it gives us to further enhance the health and wellness of people in Allentown and surrounding communities,” says Ron Swinfard, MD, our president and chief executive officer (above, left).

2. IT’S A BIG PROJECT.
   The arena project (above, center) is seen by community leaders as a catalyst for creating jobs, economic growth and renewed community spirit that will energize downtown Allentown. The project includes the arena, which will be located at the corner of 7th and Hamilton streets. It will seat 8,500 people for hockey and up to 10,000 for concerts and other events. The main arena tenant will be the Phantoms, who play at the highest level of minor league hockey and is a farm team for the National Hockey League’s Philadelphia Flyers. The project also includes an office complex that will attach to the arena.
3 WE’RE A ‘FOUNDING PARTNER.’

That means our health network will have a sponsorship presence both inside and outside the arena (below, right). It also means we’ll serve as the official health care provider for the Phantoms. Our specialists will provide medical care, rehabilitation and sports performance programs for Phantoms players. If you’ve ever played hockey or watched it, you know it requires a high level of energy, strength, fitness and grit.

4 WE’RE CREATING A ‘DESTINATION CENTER.’

Inside the office building that will attach to the arena, our health network will create a Sports Medicine and Fitness “destination center.” While more details are yet to come, plans for the center include:

- A state-of-the-art facility for outpatient rehabilitation
- A screening program to diagnose and care for concussions and brain injuries
- A sports and activities performance program for all ages
- A Healthy You Fitness Center for the community and for Phantoms team members
- Community wellness, nutrition and fitness programs

All of these services are in addition to existing fitness and rehabilitation services found throughout our health network.

5 WE’RE ALL ON THE SAME TEAM.

When we made the announcement at Allentown City Hall, a dozen leaders from our health network joined Phantoms owners Rob and Jim Brooks and Allentown Mayor Ed Pawlowski (above, right). “The health network has deep roots in the Lehigh Valley, and its commitment to the new arena shows its commitment to helping revitalize downtown Allentown,” says Rob Brooks, who also holds ownership stakes in baseball’s Pittsburgh Pirates and Texas Rangers, and the National Hockey League’s Pittsburgh Penguins. “We see this as a perfect partnership between two community-minded organizations.”

–Kyle Hardner
Nominate Your Star for a Service Excellence Award

Now is your chance to recognize colleagues who do amazing things by nominating them for a Star Celebration Service Excellence Award. These awards recognize colleagues who demonstrate exceptional customer service, work efficiently, design creative reward-and-recognition programs, perform community service or go the extra mile.

To submit a nomination form, visit the human resources intranet site at lvh.com and click “Employee Resources,” “Recognition” and “Nomination Form” in the Service Excellence Award section. Nominations must be received by July 31.

Need help putting your thoughts into words?

These members of the Star Celebration committee can help you complete your nomination (clockwise from top left):
- Mary Ellen Bedics, 484-884-1039
- Carol Trunzo, 610-969-0212
- Vanessa Taggart, 484-884-1970
- Luereane Melis, 484-884-0500

After completing your nomination, consider telling your star’s story on Mission Central (www.lvhn.org/conversations).

Fiscal Year 2012 Third Quarter Results

Help us reach our goals!

You play a vital role in helping us meet our overall patient satisfaction and cost-per-case goals. If your hard work helps us meet these goals and our health network’s overall financial goals by the fourth quarter, you may be rewarded.

Patient Satisfaction

Cost Per Case (lower is better)

We’re exceeding our threshold (good) goal.

We’re exceeding our maximum (best) goal.
The radio chatter was growing increasingly desperate. First responders from Kutztown Area Transport Services (KATS) were at the scene of a car accident in Maxatawny Township. One of the victims had been ejected from the vehicle and was in desperate need of specialized emergency care.

KATS radioed dispatchers and requested air support from Lehigh Valley Health Network–MedEvac. Not only did they want MedEvac to transport the patient to our Mattioli Trauma Center, they knew specialized care from the MedEvac flight team might be the difference between life and death for this severely injured patient.

Flight nurse Timothy Hickey, RN, and flight paramedic Chuck Allen heard the request on the radio. However, inclement weather kept them grounded at the Kutztown Airport.

KATS members at the scene devised a backup plan. They radioed the dispatcher and asked if the MedEvac team could accompany them in the ambulance as they transported the patient to Lehigh Valley Hospital–Cedar Crest. Before the dispatcher contacted the flight team with the request, Hickey and Allen took action. They called 9-1-1, the quickest way to contact the dispatcher, and offered assistance.

Within minutes, the ambulance was redirected to the airport to pick them up.

“The MedEvac team added a much needed level of care to the critically ill patient,” says nominator Andrew Martin. “The care they delivered helped to stabilize the patient as she was transported into the arms of the waiting surgical team. Their persistence and compassion helped save this patient’s life.”

—Matthew Burns
New at the Health Center at Bethlehem Township

The Health Center at Bethlehem Township (located immediately off the Freemansburg Avenue exit of Route 33) will begin offering new services in June. After-hours walk-in care for common illnesses and minor injuries (e.g., sprains, cuts, rashes, allergies, flu symptoms, bronchitis, ear infections) will be available weekdays, 9 a.m.–9 p.m., as well as weekends and holidays, 10 a.m.–3 p.m. Plus, a state-of-the-art Sleep Disorders Center will provide diagnostic testing and treatment by board-certified sleep physicians.

More services will be added at the health center later this summer. Breast Health Services will provide digital mammography, and women’s and children’s care will be provided by colleagues from College Heights OB/GYN and ABC Family Pediatricians.

She’s an Advocate

As a medical assistant in hematology/oncology, Trina Grace knows firsthand the quality cancer care we provide. She used her knowledge to help her sister-in-law, Kelly, who lives in New Mexico. Kelly was diagnosed with kidney cancer that metastasized to her lungs. She needed a treatment not offered in New Mexico but provided here. Grace talked to hematologist-oncologist Suresh Nair, MD, who agreed to care for Kelly. Now Kelly flies to Allentown for treatments. “I want her to receive care here because I want the best for my family,” Grace says, “and Dr. Nair is the best.”

Are you an advocate for our health network?
If so, call 484-884-3175 or e-mail Richard.Martuscelli@lvhn.org and share your story in CheckUp.

Wellness Role Model

Fatima Sattar, RN

While trying to raise her daughter, go to school and work, Fatima Sattar, RN, couldn’t find time to exercise. Two years ago, however, Sattar learned she had high triglycerides. “I have no interest in taking medication,” says the 6CP nurse. “I want to practice what I preach to patients.” She used her Culture of Wellness dollars to join the Healthy You Fitness Center, begin personal training sessions and visit a nutritionist to tweak her diet. “I always felt supported and never judged,” Sattar says. She’s sticking with her program, seeing the benefits and hooked on her new healthy lifestyle. She was even named her unit’s Dean of Wellness. “I’m more productive at work, and my confidence has increased,” she says. “This is a permanent lifestyle for me now.”

For a list of Culture of Wellness programs, visit the human resources website on the intranet (www.lvh.com) and click “Benefits” and “Culture of Wellness Brochure.”
To register for Culture of Wellness programs, call 610-402-CARE.
A Guide to Our Care

Area’s Only Pediatric Surgeons and Anesthesiologists

When a child needs surgery, we provide the specialized care he needs. We have the area’s only pediatric surgeons and anesthesiologists. They work closely with our pediatricians and pediatric subspecialists to provide quality care. Our pediatric surgeons perform a variety of general and advanced procedures, and our pediatric anesthesiologists safely relieve children’s pain if needed before, during and after surgery and other procedures.

A Doctor You Should Know

Bindi Patel, MD, a board-certified family medicine physician with Lehigh Family Medicine Associates, enjoys getting to know the families she treats so she has insight into their dynamics and related health issues. “I feel strongly about building relationships with my patients so they feel comfortable talking to me about everything,” she says. When she’s not in the office, she enjoys cooking. “I love finding vegetarian recipes online and making them for my family,” she says.

Minimally Invasive Treatment of Damaged Brain Vessels

A bleed from a blood vessel that supplies the brain can result in brain damage and may be life-threatening. It’s typically caused by an aneurysm, stroke or blood vessel malformation. Our team from neurology, neurosurgery and neurointerventional radiology is the region’s leader in the evaluation and treatment of damaged blood vessels due to these conditions. A tiny catheter, advanced under X-ray guidance from a groin artery to the brain, allows the team to perform leading-edge procedures such as aneurysm coiling, gluing of vessel malformations and mechanical clot retrieval in stroke, using the newest approved devices such as retrievable stents. Some of these options may offer patients fewer risks and side effects than traditional open-skull surgery (craniotomy) or other therapies.

Faster, More Precise Cancer Treatment

This month, patients will begin receiving treatment from a new linear accelerator at Lehigh Valley Hospital–Muhlenberg. The TrueBeam system gives our oncologists and their teams the power to manage challenging cancers with faster, more flexible treatments that are also more comfortable and convenient for patients. The use of technology like this is one reason our departments of radiation oncology have been accredited following a review by the American College of Radiology (ACR) and the American Society for Radiation Oncology (ASTRO).

Cardiologist Joins LVPG Practice

Jeffrey Snyder, MD, has joined Lehigh Valley Heart Specialists. A cardiologist with 21 years experience, Snyder will see patients in the Lehigh Valley Heart Specialists office at 1250 S. Cedar Crest Blvd., Suite 300. He will continue to perform cardiac catheterizations and angioplasties at Lehigh Valley Hospital–Cedar Crest. Snyder earned his medical degree at Jefferson Medical College of Thomas Jefferson University. He is board-certified in cardiovascular disease, interventional cardiology and internal medicine. To make an appointment with Snyder, call 610-402-3110.
See the Renovated Children’s Clinic

The Children’s Clinic at Lehigh Valley Hospital–17th Street has a new home on the sixth floor. The renovated clinic has 23 rooms designated for well children, specialty care and teaching. You are invited to tour the clinic Friday, June 9, 11:30 a.m.–1 p.m. (Take the blue elevator to the sixth floor.) Refreshments will be served.

Tell families with children that they’re invited for a tour too. Existing patients, their families and the public are invited to view the new space Saturday, June 30, 10 a.m.–1 p.m. Lehigh Valley IronPigs mascot Ferrous will be there, as well as face painting and demonstrations on effective hand washing. The Children’s Clinic provides primary and specialty care for children up to age 18, including those who are uninsured or underinsured.

Register for the Lehigh Valley Health Network Marathon for Via

Sign up now for the marathon, half-marathon or team relay on Sept. 9, or the Via Family Fun Walk, Sept. 8. All colleagues will receive a 15 percent registration discount. Be one of the first 30 runners to call 610-402-CARE and receive free registration. Visit lvhn.org/marathon for race details.

Caring for Our Heroes

After receiving an invitation from our president and chief executive officer Ron Swinfard, MD, veterans from our community and health network joined in a discussion about their specific health care needs with Eric Johnson (pictured), our veterans’ affairs liaison, as well as several other health network presenters. Using veterans’ feedback, we’ll educate colleagues about the sensitivities needed to effectively care for veterans and their families. We’ll develop a resource guide to help veterans find the services they need. We’ll also work with health care providers throughout our region to identify and close gaps in veterans’ health services.

Take Charge

That’s what Rev. Donald Knapp and his wife, Virginia, of Allentown did at the Take Charge Health Fair. Colleagues like marketing coordinator Jen Adamski (left) helped the Knapps and 250 other community members participate in group class demonstrations, get information about weight management, diabetes and rehabilitation, and learn how to manage their health. The event, held at 1243 S. Cedar Crest Blvd., showcased our wellness services and offered giveaways and prizes. One lucky participant even walked away with a new iPad.

It’s Story Time

To celebrate the Week of the Young Child, our president and chief executive officer Ron Swinfard, MD, read to children at our Early Care and Education Center. Swinfard chose to read Dr. Seuss’ “There’s a Wocket in My Pocket” and “Hiccupotamus” by Aaron Zenz. Week of the Young Child is an annual celebration sponsored by the National Association for the Education of Young Children. It focuses public attention on the needs of children and their families, and recognizes the early childhood programs and services that meet those needs.
Proud to Be Blood Bankers

Health Network Laboratories’ blood bank department recently had a very successful annual inspection from the American Association of Blood Banks (AABB). After conducting a thorough and exhaustive review of the transfusion service, assessors were very complimentary of the policies, procedures and technical expertise. They praised the technologists, their commitment to patients, and the clear communication among staff, management and clients. The “toughest” of the assessors complimented the team spirit that is evident in the blood bank, to which blood bank manager Ann Kirsch (right, with Jen Hamm) replied, “We are proud to be blood bankers!”

Green Recognition

By recycling, you’re helping us be a “green” health network and earning us national recognition. We received the Partner Recognition Award from Practice Greenhealth, a national organization for health care facilities committed to being environmentally responsible. The award recognizes colleagues like Robin Gable who recycle items used in the operating room, as well as those who recycle items in our offices and cafeterias. Our efforts to compost, save energy and reduce hazardous waste also helped us earn the award.

A Wall of Inspiration

Quotes inspire and motivate. That’s why we created a wall of inspiration that displays quotes near Lehigh Valley Hospital–Muhlenberg’s Frank Banko Educational Conference Center. It’s similar to the walls at Lehigh Valley Hospital–Cedar Crest and Mack Boulevard. More than 100 colleagues submitted their favorite words of wisdom and explained why they’re so passionate about the quotes. The most inspirational quotes and stories were chosen for the wall. Stop by and get motivated.