

Improving Access and Service - VIDEO

It's the topic of Dr. Nester's Strategic Conversation.

Center for Connected Care and Innovation

Air Products Foundation provides a major donation.

Holiday Ad Campaign "#LVHNThanksYou" Starts

Watch the ads now running on WFMZ.

Attend our Annual Holiday Celebration

Events will be held Dec. 8, 9 and 10.

Watch November's Leader-to-Leader Video

Get an update on our goals and finances.

Get Holiday Discounts at LVHN

Sales in our gift shops are Dec. 3 and 4.

Free Registration for LVHN Via Marathon

The first 55 colleagues to register get a free spot.

Discounted LVHN Fitness Gift Cards

The offer is available in December at One City Center.

Video Monitoring Improves Care

Teamwork in TTU enhances safety and satisfaction.



Read Lehigh Valley Health News

a blog on LVHN.org containing timely health information and health network news.



March of Dimes T-Shirt Contest

Create a design for Team LVHN.

HIPAA Tip: Do Not Announce

Find out your responsibilities for DNA patients.

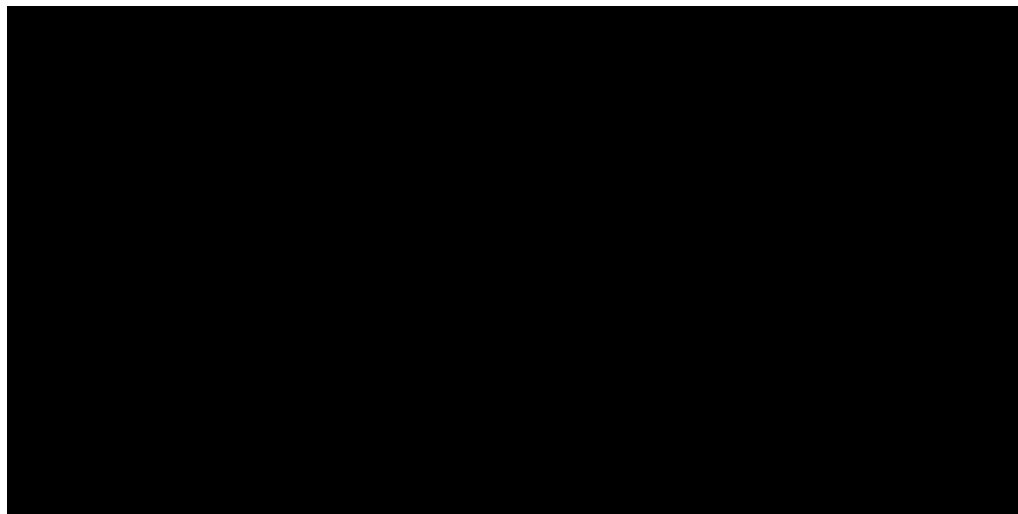
Week Eight: United Way Winners

See the latest winners; campaign ends Nov. 30.

Dr. Nester Discusses Improving Access and Service in Strategic Conversation – VIDEO

BY [RICK MARTUSCELLI](#) · NOVEMBER 25, 2015

LVHN president and chief executive officer Brian Nester, DO, MBA, FACOEP, held a Strategic Conversation during the [Leader to Leader meeting on Nov. 19](#). He talked about how we failed to meet many goals during the first quarter of fiscal year 2016 (FY16), and why we must make quantum leaps to improve access and service to turn things around. Watch a video of his presentation or read an overview of what was discussed.



Opportunity: Quantum leaps to better access and service

Have you ever had to leverage your position at LVHN to get an appointment for a family member or friend? Have you ever received complaints from people who couldn't access our services?

If you're like most colleagues, you answered yes to one or both of these questions. That's unacceptable, because we're not giving people convenient access to our services, and we're not healing, comforting and caring for people who need us. When people cannot access our services, or when people do not have a great experience at LVHN, the result is lower patient volumes and less business. That's what we're experiencing.

Setting higher expectations

When we set our FY16 goals, we knew we had an opportunity to improve access and service. Using the framework of the Triple Aim, we weighted our goals and decided that 50 percent of our total score would fall under "better care," the section in which we focus on access and service. Our goals, however, were not aggressive enough. We can no longer shoot for incremental improvement over the previous year. We must set higher expectations.

Turning things around

During a two-day retreat in October, LVHN leaders divided into task forces – each focused on a different topic – and brainstormed ways to give people exceptional access and service. The retreat made us more aware of our shortcomings and drove us to turn things around quickly. Each task force developed 30-, 60-, and 90-day plans that will help us take a collective quantum leap to give patients the access and experience they expect and deserve. The ideas and momentum generated at the retreat are already making a difference.

Early signs of improvement

Our inpatient access goal was to reduce diversions in our emergency departments. Even before the retreat, we began amping up efforts to lower length of stay and reduce diversions by adding hospitalists, optimizing Epic and expediting discharges. As a result, we've had zero diversions since Sept. 10.

Our LVPG access goal was to increase the number of new patients seen within seven days for primary care and 14 days for specialty care. At the retreat, colleagues brainstormed ways to increase capacity and make it easier for patients and colleagues to schedule appointments. In October, 48 percent of new LVPG patients received an appointment within their respective timeframe. That's up from 38 percent in June.

Our goal to improve access in our outpatient ambulatory settings was to reduce call center abandonment rates from 25 percent to 11 percent. We added call center operators and are working to establish one phone number (610-402-CARE) for scheduling test and provider appointments. One day recently, we achieved a 3-percent abandonment rate. That's better than best-in-class (4 percent).

Once we implement new plans, we expect to see even better results. That is why we will recast our goals for FY16. That's never been done in our history, but setting more aggressive goals is necessary. New goals will be communicated once they are finalized.

Project list

Here is what we are working to achieve through the projects developed during the retreat:

- Using one telephone number (610-402-CARE) for scheduling test and provider appointments, and expanding the days and hours phone lines are open
- Having patients use MyLVHN to schedule primary care well and sick visits, and examining the use of tools such as ZocDoc, Healthgrades and HealthPost for online scheduling
- Having LVPG colleagues schedule preadmission testing, rehabilitation, diagnostic tests and appointments with specialists for patients at checkout
- Designing a process to centralize pre-certification to reduce claim denials and appointment cancellations
- Increasing capacity in ultrasound, CT and MRI
- Providing 24-hour ExpressCARE at two locations
- Adding a registered nurse triage to our call center staff
- Creating a standard customer service phone training toolkit to educate colleagues who communicate with patients via phone
- Implementing a plan to provide more same-day appointments

Provide exceptional service

Initiatives to improve access won't mean a thing unless all colleagues provide exceptional service. We must start today. You don't have to do anything new. You just have to consistently do the things you already know how to do, like practicing PRIDE behaviors and AIDET. It's time for all of us to:

- Be aggressively friendly. For example, greet patients warmly and ensure their needs are met.
- Be aggressively professional. For example, explain how your expertise makes a difference and answers patients' questions.
- Aggressively look for problems. Take steps to correct them when they're found.

When it comes to access and service, our goal is not to be as good as other providers. We must be so much better that there is no comparison. To succeed, all colleagues must:

- Take "extreme ownership" of what needs to be done.
- Engage with the projects taking place and implement changes quickly.
- Be engaged, present, positive and accountable to create the time, trust and teamwork we need to be at our best.

Tags: [Brian Nester](#) [Dr. Nester](#) [Goals](#) [L2L](#) [Leader-to-Leader](#) [Strategic Conversation](#)

RELATED CONTENT



Watch November's Leader-to-Leader Video

23 NOV, 2015



LVHN Introduces New Air Products Center for Connected Care and Innovation – PHOTOS and VIDEOS

23 NOV, 2015



Inpatient Access Goal Update: 42 Days, No Diversions

22 OCT, 2015

LVHN Introduces New Air Products Center for Connected Care and Innovation – PHOTOS and VIDEOS

BY [JENN FISHER](#) · NOVEMBER 23, 2015



◀ Back

Picture 1 of 5

Next ▶

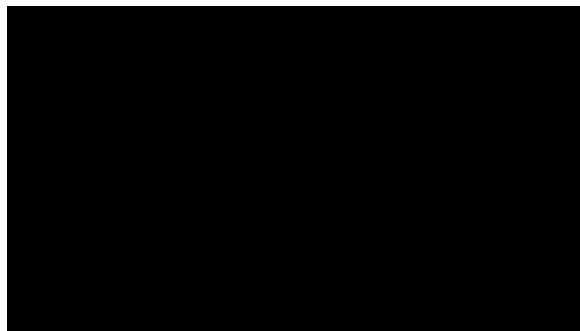
This morning, officials from Lehigh Valley Health Network (LVHN) and [Air Products](#) announced the establishment of the new Air Products Center for Connected Care and Innovation at LVHN. The [Air Products Foundation](#) is providing a major donation to launch the center.

“Using this gift, Lehigh Valley Health Network and collaborators will develop and launch innovative ways to improve and deliver health care – solutions that will come about by thinking ‘big’,” says Brian Nester, DO, MBA, FACOEP, LVHN’s president and chief executive officer.

That type of “big” thinking inspired Air Products’ founder, Leonard Parker Pool, to envision a superior, regional hospital for the Lehigh Valley more than 40 years ago. That facility is known today as [Lehigh Valley Hospital–Cedar Crest](#).

Seifi Ghasemi, chairman, president and chief executive officer of Air Products, says the gift from the Air Products Foundation to create the Air Products Center for Connected Care and Innovation at Lehigh Valley Health Network will be a catalyst for future thinking.

“This gift reinforces our continued commitment to bring to the area the highest quality health care for people with a focus on innovation and always striving to be the best,” Ghasemi says. “Dr. Nester, to you and your colleagues, we wish you all much success in this endeavor, and we look forward to continuing to work with you in seeking and achieving the finest in health care.”



Nester says the gift is significant in several ways for both organizations and for the community. “It is truly historic for Air Products to make such a generous gift to Lehigh Valley Health Network, and we are proud to receive this legacy gift in honor of the 75th anniversary of Air Products,” Nester says.

The Air Products Center for Connected Care and Innovation at LVHN will be located at [LVHN–One City Center](#), inside the Allentown revitalization district. “Our center will be right here in downtown Allentown to foster community involvement,” says Debbie Salas-Lopez, MD, MPH, FACP, associate chief medical officer at LVHN.

Salas-Lopez explains that collaboration with groups outside health care will be an important part of the solution-development process. “We’ll reach out to community members, schools and universities, industry and community-based agencies,” she says. “Together we’ll have important discussions about how we can imagine, develop and ultimately shape the future of health care.”

The Air Products Center for Connected Care and Innovation at LVHN will have customizable, open-space rooms that will allow for the testing of concepts, technologies or pilot ideas in a controlled setting. The renovation of that space will occur in the coming months.

While the center’s location is developed, LVHN’s former [telehealth services](#) (now known as connected care) will continue to be offered. To date LVHN has 17 telehealth programs, including services like Teleburn. With TeleBurn, LVHN burn surgeons consult with physicians at 100 locations in Pennsylvania, New Jersey, New York and Delaware to assess the severity of a patient’s burn using securely transmitted images.

One of our newer connected-care innovations, according to Joe Tracy, LVHN vice president for connected care and innovation, uses two-way interactive audio and video technology for LVHN’s Street Medicine program. “This program recently used this technology to connect and provide behavioral health services to a gentleman who lived in an unsheltered camp in the Lehigh Valley,” Tracy says.

Another new innovation, [called VICC – short for Virtual Inpatient Check-in/Check-out](#) – connects surgeons and their patients via secure video to ensure a patient who had surgery the previous day is ready to go home.

Other innovative programs on the drawing board include but are not limited to post-operative follow up visits from a patient’s residence; expansion of LVHN’s remote patient monitoring program for high-risk patients with chronic diseases; virtual travel medicine visits for patient wanting to travel outside the United States; and virtual visits that can provide patients with access to LVHN providers for certain primary care conditions using their personal computer or mobile device (such as a tablet or smartphone).

Tags: [Air Products](#) [Brian Nester](#) [Center for Connected Care and Innovation](#) [Debbie Salas Lopez](#) [Seifi Ghasemi](#) [telehealth](#)

RELATED CONTENT



**A Strategic
Conversation
with Dr. Nester:
*Improving Access
and Service***



**Watch the
Colleague Forum**

Dr. Nester Discusses Improving Access and Service in Strategic Conversation – VIDEO

Watch September's Colleague Forum or Read the Recap – VIDEO

25 NOV, 2015

30 SEP, 2015



Reminder: Bring Your Ideas to Monday's Colleague Forum

23 SEP, 2015

Our #LVHNThanksYou Holiday Campaign Kicks Off; See the Ads and Join the Festivities

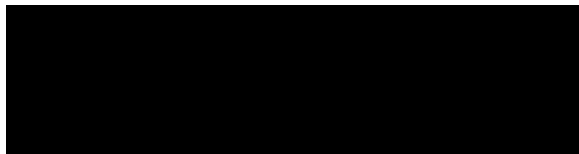
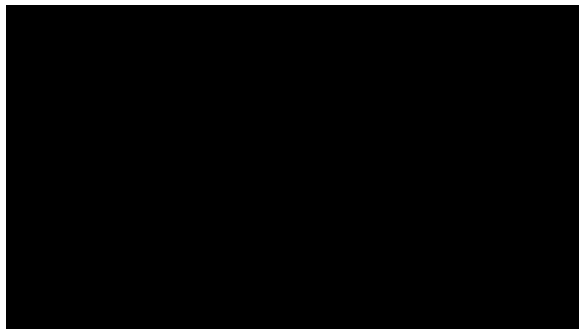
BY [KYLE HARDNER](#) · NOVEMBER 27, 2015

About a month ago, we asked you to take photos of your team and send them to us for our #LVHNThanksYou holiday campaign. Nearly 100 teams responded, representing numerous areas of our health network. Now you can see our message of thanks in action.

Our #LVHNThanksYou advertisements are now broadcasting during showings of the 69 News on WFMZ-TV. Each one features a team of LVHN colleagues offering you the warmest of holiday wishes. Watch them and see if you recognize any familiar faces.

We'll be posting additional team pictures on our Facebook and Twitter pages throughout the holiday season. Follow us and see their messages of thanks.

You can still join in the campaign. Get your department, unit or team together, snap a picture of yourselves and email it to us at LVHN@lvhn.org. We'll post all appropriate team photos on our



LVHN social media accounts to spread holiday cheer.

To participate, follow these three steps:

1. **Pose** for a picture (see examples in this blog post). Have a colleague take the photo on his or her smartphone. Ideally, the photo should include three-to-seven colleagues from your department, unit or work area. Since we'll be sharing the photo, please ensure you're at your professional best (work uniform, scrubs, business wear as appropriate for your unit –**no costumes or signs**), and be respectful of patient privacy. Also, make sure the photo is clear and well-lit (hint: don't stand in front of a window; it will make the photo appear dark).
2. **Email** your picture from your smartphone to LVHN@lvhn.org. (Note: If you take the photo on an Apple device [iPhone, iPad, etc.], choose the **largest** file size to send.) Please include your department or team name with your photo submission so we can give you proper credit.
3. **Watch** our Facebook and Twitter accounts to see your picture, or search social media for #LVHNThanksYou. If you have your own holiday message or photo to share, be sure to post it on our social accounts with the hashtag #LVHNThanksYou.

Together we'll create a giant message of holiday cheer that spreads throughout our entire community.

Tags: [#LVHNThanksYou](#) [Advertising](#) [Holiday Season](#)

☐ RELATED CONTENT



New Ad Campaign Features MyLVHN



Celebrate the Holidays Together

1 DEC, 2015

23 NOV, 2015



Terry's Take: Season of Giving and Caring

17 NOV, 2015

Celebrate the Holidays Together

BY ADMIN · NOVEMBER 23, 2015



Dear Colleagues,

This holiday season, we would like to thank each of you for your dedication and commitment to our patients and community. Your passion for better medicine makes us the exceptional health network we are today.

To show our appreciation, we invite you to a celebration. You are cordially invited to enjoy the company of colleagues at Lehigh Valley Health Network's holiday celebration. We look forward to celebrating the season with you.

Wishing you health and happiness,



Brian Nester, DO, MBA, FACOEP
President and chief executive officer



Terry Capuano, RN
Chief operating officer and
executive vice president



Tom Whalen, MD
Chief medical officer and
executive vice president

2015 Menu

Garden vegetable salad

Mixed lettuces with tomatoes, cucumbers and carrots, with ranch and Italian dressing

Hummus and bruschetta

Lemon garlic hummus and balsamic tomato bruschetta with toasted fresh pita wedges

Fresh fruit salad

Toss of fresh melon, pineapple and grapes

Grilled chicken penne

Grilled chicken tossed with penne rigate and a roasted garlic mushroom marinara

Meatballs Marshand de Vin

Roasted meatballs covered with a savory burgundy demi-glaze with cracked black pepper

Butternut squash and barley pilaf

Roasted local butternut squash, aromatic vegetables and pearl barley with fresh horseradish cream

Assorted desserts, holiday punch and coffee

DEC. 8 LVH-CEDAR CREST

Kasych Family Pavilion lobby
11 a.m.–3 p.m., 4–7:30 p.m.

Café (third shift)
12:30–2 a.m.

LVHN-TILGHMAN

Large conference room
11 a.m.–2 p.m.

DEC. 9 LVH-MUHLENBERG

ECC lobby
11 a.m.–3 p.m., 4–7:30 p.m.

Café (third shift)
12:30–2 a.m.

LVHN-ONE CITY CENTER

7th and 9th floor common areas
11 a.m.–2 p.m.

DEC. 10 LVH-17TH STREET

Auditorium
11 a.m.–3 p.m., 4–7:30 p.m.

Café (third shift)
12:30–2 a.m.

LVHN-MACK BOULEVARD

Auditorium
11 a.m.–2 p.m.

Tags: [Holiday Season](#)

RELATED CONTENT



Our #LVHNThanksYou Holiday Campaign Kicks Off; See the Ads and Join the Festivities

Terry's Take: Season of Giving and Caring

27 NOV, 2015

17 NOV, 2015



Take a Photo of Your Team; Join Our #LVHNThanksYou Holiday Campaign

23 OCT, 2015

Watch November's Leader-to-Leader Video

BY [ASHLEY MILLER](#) · NOVEMBER 23, 2015

Do you want to know what's going on in our health network? Watch the Leader-to-Leader meeting. Leader-to-Leader meetings are held the third Thursday each month in the Lehigh Valley Hospital-Cedar Crest auditorium and simulcast to participants at Lehigh Valley Hospital-17th Street, Lehigh Valley Hospital-Muhlenberg, Lehigh Valley Hospital-Hazleton and Mack Boulevard. Using a PowerPoint presentation as a guide, guest speakers share updates on key issues and initiatives.

[Welcome and Service Star](#)

[Patient Story](#)

[Metric Review](#)

[Dr. Nester's Strategic Conversation—Quantum Leaps to Better Access and Service](#)

(Please note you must be logged on to our intranet with Internet Explorer in order to access the videos above. You also need to have Microsoft Silverlight installed on your computer. If the links do not open properly, try refreshing your browser. If you have questions or need assistance, please contact information services at 610-402-8303.)

Tags: [L2L](#) [Leader-to-Leader](#)

☐ RELATED CONTENT



Dr. Nester Discusses Improving Access and Service in Strategic Conversation – VIDEO

25 NOV, 2015

Watch October's Leader-to-Leader Video

20 OCT, 2015



ICYMI: Your Fast and Fun Way to Catch Up on LVHN
Headlines – VIDEO

6 OCT, 2015

Get Holiday Discounts at LVHN

BY [TED WILLIAMS](#) · NOVEMBER 27, 2015

'Tis the season to spend money on gifts that make family and friends feel jolly. Need some help managing your expenses? Consider the special holiday discounts being offered to colleagues by our hospital gift shops and the LVHN Recreation Committee.

The annual “Holiday Sale” will take place Dec. 3 and 4 at the gift shops at LVH–Cedar Crest and LVH–Muhlenberg. And because they’re operated by the auxiliaries of Lehigh Valley Hospital and Lehigh Valley Hospital–Muhlenberg, the money you spend comes back to LVHN to enhance patient care.

The Holiday Sale features a 30-percent discount on a variety of items, including holiday décor, jewelry, men’s gifts, women’s gifts and most children’s toys. The sale does not cover foods, balloons, flowers, plants, TWIG items (hand-crafted items from the TWIG women’s group), LVHN-logo wear, MedEvac items, stamps, cards and plush toys.

Through the Recreation Committee, Dell Computers is offering a free drone with the purchase of select computers starting at \$499. You can shop online at Dell.com/mpp/lvhn. Use member ID: HS126349869. You also can [email](#)



[Dell](#) for more information.

And here's a present for medical colleagues. Get 25-percent off medical apparel and footwear in December at any of the three MP Outfitters retail stores in the Lehigh Valley. If you spend \$50 or more at the retail stores in December, you'll get a \$10 gift certificate for use in January. These discounts will not be available for apparel at Health Spectrum Pharmacy.

Tags: [Auxiliary](#) [Colleague Discounts](#) [Gift Shop](#) [Recreation Committee](#)

☐ RELATED CONTENT



[Christmas Tea, Boutique on Wheels, Flower Sale and In the Bag Sale Scheduled](#)

1 DEC, 2015



[Volunteers Needed for Hospital Gift Shops](#)

13 NOV, 2015



Estate Jewelry Trunk Sale, Sports Accessories and Collectibles Sale Scheduled for LVH–Cedar Crest

3 NOV, 2015

Free Registration Opportunity for Lehigh Valley Health Network Via Marathon

BY [NICHOLAS FRITZ](#) · NOVEMBER 25, 2015

Winter is approaching quickly as the last remnants of color in the trees begin to dissipate. It's hard to think ahead to next September already, but doing so could allow you to take advantage of a great opportunity for the 2016 LVHN Via Marathon. A number of free registration spots will be available on a first-come, first-served basis starting on Wednesday, November 25th. This year's event falls on a unique weekend as it will be the 10-year anniversary of the event, and also will acknowledge the 15th anniversary of the September 11 attacks.

The first 55 colleagues who register for the 5K (Saturday, Sept. 10), or marathon, half marathon or relay (Sunday, Sept. 11), will receive a free spot. **Secure your spot by calling 610-402-CARE.** Once the free spots are filled, a 15 percent discounted rate will be offered to the next 150 registrants.

Interested in blogging about your training for one of these marathon events? Send us an email at lvhn@lvhn.org.

The marathon starts at Lehigh Valley Hospital–Cedar Crest and winds through Allentown and Bethlehem before



ending in Easton. The relatively flat course is one of the fastest in the U.S. and serves as a Boston Marathon Qualifier, which has resulted in record participation numbers in prior years. More than 250 colleagues ran in the marathon weekend's various races last year, including 100 in the relay alone.

Don't be discouraged if you're not a runner. You can still join the fun and participate in the Via Walk, cheer on your children in the Kids Race or just stroll through the Expo and Finish Festival at the Arts Quest Center. For event details, training tips and blog posts from last year's events, visit the [Via Marathon website](#). All proceeds help the non-profit, Via of the Lehigh Valley, provide services for children and adults with disabilities such as autism, cerebral palsy and Down syndrome.

Tags: [Lehigh Valley Health Network Via Marathon](#) [LVHNVia](#) [Via Marathon](#)

☐ RELATED CONTENT



Parking Changes at LVH-Cedar Crest for Sept. 13 Via Marathon

3 SEP, 2015

Run the Lehigh Valley Health Network Via Marathon at a Discount

12 JAN, 2015

Discounted Gift Cards for LVHN Fitness–One City Center Available in December

BY [KYLE HARDNER](#) · NOVEMBER 25, 2015

Still looking for the ideal holiday gift for that someone special in your life? What could be better than giving the gift of wellness?

To help, [LVHN Fitness–One City Center](#) is offering discounted gift cards. In December, you can buy a \$50 gift card for just \$40. (You don't have to tell that special someone that you got a deal...your secret is safe with us).

Our gift cards can be used toward an LVHN Fitness–One City Center [membership](#), which entitles you to:

- Work out on more than 40 cardiovascular machines
- Use our complete line of weight-training equipment
- Participate in group classes
- Benefit from free, dedicated parking in the Eighth Street Arena Garage
- Utilize other [LVHN Fitness locations](#)(1243 S. Cedar Crest Blvd., Allentown, and 1770 Bathgate Road, Bethlehem)



They also can be used for:

- Personal training and sports performance
- Massage services
- Our Sports Simulator

LVHN colleagues are eligible to receive Culture of Wellness reimbursement for fitness membership, personal training, massage services and sports performance.

Get your gift card. Call 484-862-3001.

Tags: [COW](#) [Culture of Wellness](#) [LVHN Fitness](#)

☐ RELATED CONTENT



Culture of Wellness Benefit of the Month: Tai Chi at Steel Fitness Premiere

2 DEC, 2015



Colleagues Can Enjoy Massage Services 20% off at LVHN Fitness in November

2 NOV, 2015



Culture of Wellness Benefit of the Month: Reformer Pilates at Steel Fitness Premiere

29 OCT, 2015

Video Monitoring Improves Care on TTU

BY SHEILA CABALLERO · NOVEMBER 24, 2015

Colleagues on the transitional trauma unit (TTU) care for up to 30 high-acuity patients a day, many elderly. Patients often have cognitive issues including dementia or ICU delirium, making them confused and sometimes agitated.

Such patients are at high risk for impulsivity, falls, pulled lines and other behaviors, and need to be monitored continuously. Typically, these patients are assigned a “sitter” – a technical partner or patient observation assistant – who stays within arm’s length and can intervene as necessary.

Keeping these patients safe is the focus of an innovative pilot. Since June, the program is testing the viability of video monitoring technology in eight TTU beds as an alternative to one-on-one sitters.

Such technology is used successfully by other health systems and is proven to enhance safety and control costs.



Louanne Verba, OMT, serves as the “watcher,” monitoring patient rooms on TTU remotely.

Here's how it works:

- Two observation monitoring technicians (OMTs) work together on a 12-hour shift. One OMT acts as a “watcher” for three hours, while the other acts as a “runner,” continuously rounding in eight patient rooms. After three hours, the colleagues switch roles.
- The watcher sits in a private command center just off TTU and monitors patients on a split-screen video monitor. When signs of trouble develop, the runner is alerted through an Ascom phone.
- Watchers maintain patient privacy by turning on a “privacy mode” feature that veils the screen in blue each time a bedside curtain is closed for toileting, dressing, bathing and other tasks.

Improved safety and job satisfaction

To date, the pilot has been successful in catching potential patient injuries, such as falls after getting out of bed, pulled lines or injuries that can occur during a seizure.

“Video monitoring is a proactive approach to providing care,” says TTU director Jody Shigo, MSN, RN. “We’re providing an extra layer of security for our patients and giving our nurses and technical partners one less thing to worry about.”

Family members feel good knowing their loved ones are safe too. And patients find that being on camera is less intrusive than having someone at their bedside 24/7.

“Many patients become agitated with a sitter at their bedside; they feel like they’re under a microscope,” says Charlie Reitz, OMT. “We’re still monitoring them continuously, but they like it better when we’re out of the room.”

Colleagues who expressed doubts that video monitoring could work as well as one-to-one monitoring now are convinced.

“We’ve become very good at identifying small signs that a patient is becoming agitated and might try something risky,” says Louanne Verba, OMT. “We’re actually much more proactive about intervening. We get to patients before a problem escalates.”

Besides monitoring safety issues, Reitz and Verba also help reposition, toilet and bathe patients. And since runners round on TTU three hours at a time, they’re also available to support nurses and technical partners in other ways, including clearing food trays, getting water and assisting with other tasks.

“There is more job satisfaction in this role because we’re taking care of more patients, doing more to help patients and supporting our colleagues on the floor,” Reitz says. “There is a lot of information sharing, which helps to integrate us as part of the team.”



Charlie Reitz, OMT, is a “runner,” responding to patient needs as alerted from the “watcher” via his Ascom phone.

While the pilot runs through December, Shigo is already seeing signs that it's working. Patients are safe, families feel reassured, and colleagues support the changes. Video monitoring also promises to be a cost saver, because previously sitters could only care for one patient at a time.

"Our patients are sicker and need more care and interventions to keep them safe," Shigo says. "Video monitoring is a great way to keep patients safe while giving nurses the time to concentrate on other tasks and deliver high-quality care."

Tags: [Charlie Reitz](#) [Louanne Verba](#) [Magnet Attractions](#) [TTU](#)

☐ RELATED CONTENT



A Day in the Life of a Community Care Team

17 NOV, 2015



An Epic Launch: Clinicians help our new EMR come to life

10 NOV, 2015



How Telehealth Improves Wound Care

4 NOV, 2015

Calling all Artists: Enter our March of Dimes T-Shirt Contest

BY [SHEILA CABALLERO](#) · NOVEMBER 26, 2015

Attention budding artists. LVHN and the March of Dimes want to create a world where babies are born healthy and free from birth defects. It's why LVHN sponsors the annual March for Healthy Babies, and also why many colleagues walk each year to raise money for the not-for-profit organization. Now we're calling on all artists to help create our 2016 LVHN team T-shirt.

Artwork should reflect the walk's theme, "A fighting chance for every baby." If your design is selected, you'll earn bragging rights and the satisfaction of knowing hundreds of colleagues will be donning your design during the April 2016 walk at Allentown's Dorney Park.

Here's how you can participate:

- Create your artwork on paper or digitally
- Email your submission or send it via interoffice mail to Marketing and Public Affairs (contact information below)
- Make sure your design arrives no later than Dec. 31, 2015.

All LVHN colleagues and their families are eligible to participate. Please email your submission to Tracey Sechler



Calling all Artists: Enter our March of Dimes T-Shirt Contest | LVHNDaily

at tracey.sechler@lvhn.org or send through interoffice mail to Marketing and Public Affairs, LVHN-Mack Boulevard.

Winners will be announced in late January.

Tags:

March for Healthy Babies

March of Dimes

HIPAA Tip #9: Do Not Announce

BY RICK MARTUSCELLI · NOVEMBER 26, 2015

HIPAA, or the Health Insurance Portability and Accountability Act, is a federal law that protects the confidentiality and security of health care information. As health care professionals, it's our responsibility to follow HIPAA guidelines to ensure our patients' medical information is protected. To help you, a new HIPAA Tip is posted on LVHN Daily each month.

Patients have the ability to label themselves as a “Do Not Announce” (DNA) patient upon admission. At times, based on the patient’s presenting symptoms, the DNA designation is automatically applied.

If a patient is labeled as a DNA, he or she will not be listed in our patient directory. “That means no one within LVHN may acknowledge that the individual is a patient if they are asked,” says LVHN privacy officer Melissa Blihar. “As a result, no calls, mail, flowers or visitors can be directed to the patient.”

If a patient chooses not to be designated as a DNA, the patient’s location, telephone number and general condition is available to anyone who asks for the patient by name.



To discuss a privacy concern or report a privacy issue, contact LVHN privacy officer Melissa Blihar at melissa.blihar@lvhn.org or 484-884-1410.

To discuss a compliance concern or report a compliance issue, call compliance services at 610-402-9100.

To report a concern anonymously, call 1-877-895-2905 or visit LVHN.ethicspoint.com.

[Read previous HIPAA Tips.](#)

To be eligible to win a prize, [email Melissa Blihar](#) your answer to the following question. A winner will be selected randomly.

A call is received regarding a patient's status. The patient is not designated as a DNA. Therefore, the patient is listed in the facility directory. The caller is told the patient is in room AB123 and has delivered a healthy baby. Did the caller receive appropriate information?

Prior HIPAA Tips Questions and Answers

HIPAA Tip #8 – Mary is a registered nurse who learned her niece, Jessica, has been admitted to LVHN. Mary wants to access Jessica's records. What should Mary do?

1. Ask Jessica to complete LVHN's consent form to access family member's protected health information.
2. No authorization is needed because Mary is a registered nurse and she has access to medical record information as part of her job duties.
3. Jessica does not qualify as an immediate family member. Therefore, Mary cannot access the information for personal reasons.

Answer: C

HIPAA Tip #7 – “My colleague was in the emergency room last week, and I wanted to send him a Get Well card. I used my computer to obtain my colleague's home address.”

Was this an appropriate access?

Answer: No

HIPAA Tip #6 – Which of the following should be placed in the locked blue recycling containers? (Select all that apply.)

1. Operative report
2. Insurance information
3. Supply order receipt
4. Patient demographics/facesheet
5. LVHN policy or procedure document

Answer: All of these documents must be placed in a blue recycling container; not just PHI.

HIPAA Tip #5 – If you see someone accessing your computer using your user name and password, who should you call?

1. Human resources

2. The Office for Civil Rights
3. Your supervisor
4. No one

Answer: Your supervisor

[HIPAA Tip #4](#) - *Is it OK to provide your user name as password to your supervisor, if requested?*

Answer: No. You should not provide your password to anyone, even if requested.

[HIPAA Tip #3](#) – What are three different ways a colleague can view his or her personal health information?

Answer: You can view your personal health information via your computer, by making an appointment with medical records or by using MyLVHN, our new patient portal.

A question was not asked in [HIPAA Tip #1](#) and [HIPAA Tip #2](#).

Tags: [Compliance](#) [Health Insurance Portability and Accountability Act](#) [HIPAA](#) [HIPAA Tips](#) [Privacy](#)

RELATED CONTENT



[HIPAA Tip #8: Obtain Consent to Access Immediate Family Members' Information](#)

13 OCT, 2015



[HIPAA Tip #7: Don't Access Medical Information Unnecessarily](#)

12 AUG, 2015



HIPAA Tip #6: Dispose Confidential Documents Properly

30 JUN, 2015

Our Latest United Way Campaign Prize Winners—Week Eight

BY [ASHLEY MILLER](#) · NOVEMBER 27, 2015

Our annual LVHN United Way campaign runs through Nov. 30. This year's theme is "Be Someone's Hero." Your donation will help the United Way of the Greater Lehigh Valley support vital community-based programs that focus on education, food access, healthy aging and emergency services.

Each week, colleagues who donate are entered into a drawing for a variety of exciting prizes. Don't fret if you don't win. Your name will automatically be entered into the following week's drawing. Below is the list of winners for week eight.



Winner

Heidi Schoenly

\$25 Gift Card

Joyce Costenbader

\$25 Gift Card

Michelle Waitz

2016 Entertainment Book

Curt Saeger

\$20.00 Sodexo Gift Card

Michael Pisciotta

\$20.00 Sodexo Gift Card

Lisa Green

\$20.00 Sodexo Gift Card

Patricia Simons

CC parking 7/1/2016 – 12/31/2016

Please remember that the campaign ends on Monday, Nov. 30. There's still time to donate. You can give to the campaign by clicking the United Way icon on your SSO toolbar. *(Please note: To donate to the United Way, you must click the "United Way" icon. If the icon does not appear, refresh your toolbar under the "Options" drop down. The "Give Now" icon is for colleagues to donate to Lehigh Valley Health Network.)*



Tags: [Donate](#) [United Way 2015](#)

RELATED CONTENT



[Our Latest United Way Campaign Prize Winners–Week Seven](#)

[Our Latest United Way Campaign Prize Winners–Week Six](#)

20 NOV, 2015

13 NOV, 2015



Our Latest United Way Campaign Prize Winners–
Week Five

9 NOV, 2015