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Valley Preferred

LEHIGH VALLEY HEALTH NETWORK

news

Care Beyond the Coverage.

Summer 2010

Clinical Corner

Face-to-Face Health Coaching Taking Valley Preferred's Health Support Program to New Levels of Effectiveness

Valley Preferred is taking its disease management program to a higher performance level with the introduction of face-to-face health coaching for patients enrolled in the program.

Designed to provide practices with clinical support for their patients with chronic conditions like diabetes, cardiovascular and respiratory disease, the Valley Preferred Health Support Program has traditionally communicated with patients via telephone. While the phone option continues, a pilot program is now offering face-to-face health coaching as well. Early results show that face time with an experienced RN health coach is taking this disease management program to new levels of efficacy.

"The face-to-face coaching program was launched in March 2010 and we have already logged significant improvements for patients. The diabetics enrolled, for example, have seen significant improvements in blood sugar levels, weight control, exercise and other key factors influencing their health," explained Mable Humphrey, RN, Valley Preferred Health Specialist of the Health Support Program. "What's very important is that these are patients who were previously non-compliant with their recommended regimens. The higher degree of personalized goal setting is making the difference."

Currently available as a free service for patients with Choice Plus, Valley Series and Lehigh Select coverage plans, the structure of the new program is geared to be convenient for both patients and their physicians. "We meet the patients right after their regular appointment at their doctor's office," she said, adding that each health coaching session



*Mable Humphrey, RN
Health Specialist
Valley Preferred*

takes about an hour, and includes listening to patient concerns and providing the lifestyle recommendations and motivation to keep them pushing toward improved health. Full patient status reports are provided to their physician following each session. Patients also have the option to meet with their health coach at other times more convenient for them.

"It's just amazing how people open up in these one-on-one sessions," Humphrey noted. "They're talking to a person, not a phone, and it clearly makes them more accountable to me, their physician and most importantly, to themselves."

The face-to-face coaching option for Valley Preferred's Health Support Program is limited to a few providers, but is expected to expand to include additional network primary care practices.

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NEW MEETINGS

- **GLVIPA Membership**
Monday, September 27, 6 p.m.
Auditorium, Lehigh Valley Hospital—Cedar Crest
(Teleconference available at Lehigh Valley Hospital—Muhlenberg/ECC-C)
- **GLVIPA Board**
Thursday, August 26, 7 a.m.
Thursday, October 28, 7 a.m.
Kasych Family Pavilion, Education Conference Center—10, Lehigh Valley Hospital—Cedar Crest
- **LVPHO Board**
Tuesday, August 10, 7 a.m.
Tuesday, October 19, 7 a.m.
Management Suite Board Room, Lehigh Valley Hospital—Cedar Crest

For more facts on this or any other aspect of Valley Preferred's disease management support programs, contact Mary Harris, RN, Disease Management Program Coordinator, Valley Preferred, at 610-969-0098.



Valley Preferred's Associate Medical Director, Glenn S. Kratzer, MD, and Clinical Improvement Liaison, Christine Hartner, RN

New “Communication” Sessions Between Specialists and Primary Care Physicians Sharing Knowledge for Improved Patient Care

When physicians share knowledge with other physicians about the latest advances in their respective fields, the result can be better patient care and stronger practices for all concerned.

That’s the idea driving a pilot program developed by Valley Preferred to promote

Clinical Integration through interaction between specialists and primary care physicians in the Valley Preferred network.

Informal one-hour presentations held during lunch (or any convenient time) bring specialists into the primary care practice to share knowledge about important innovations and experiences in their specialty. Primary care physicians then ask questions about that specialty area, often using some of their own case experiences. The program’s goal is to improve the knowledge of primary care physicians and enhance referral decisions for better outcomes and improved patient care. The anticipated advantage to Valley Preferred is improved quality and decreased cost of care—two primary benefits of its Clinical Integration initiative.

Glenn S. Kratzer, MD, Valley Preferred’s Associate Medical Director, led the launch of the Clinical Integration Education pilot program in January 2010, and results thus far have been very encouraging. “When we sent out the first letters on the program, the response was immediate, indicating a clear need for this level of information exchange between local physicians,” he said. “Since then we have conducted seven sessions at practices of all sizes, from two physicians up to thirty. Our PCP feedback surveys rank us at 4.6 on a scale of 5 as best, so from that standpoint, the experience has been a good one and we’re still in the pilot stage.”

Dr. Kratzer noted that one of the advantages of the program is that primary care physicians can choose the specialty topic most relevant to their practice. “Surprisingly, every practice has selected a different specialty. We’ve had requests for specialists in pain management, cardiology, diabetes, respiratory, infectious disease, oncology, renal ... and we’ve been able to accommodate them all.”

Time spent by all primary care and specialists participating in the program is compensated for by Valley Preferred through the Performance Based Incentive Plan.

Interested in taking advantage of this opportunity to interact with colleagues and elevate the level of care through shared knowledge? Call Christine Hartner, RN, Clinical Improvement Liaison, Valley Preferred, for more facts at 610-969-0045.

Specialists & PCPs:

Interested in Joining the Quality Improvement Program?

As a Valley Preferred network specialist or PCP, you are invited to join Valley Preferred’s Quality Improvement Program. Benefits of joining include:

- New opportunities to improve the state of local health care by sharing professional expertise with peers on specific committees and in outreach programs.
- Engagement in a nationally-recognized, locally-managed program to improve clinical performance and patient outcomes through progressive measurement and the appropriate application of best practice standards.
- Financial compensation for time and effort expended.

LVHN Department of Anesthesiology
 LVHN Department of Emergency Medicine
 LVHN Department of Medicine:
 Internal Medicine, Geriatrics, Pulmonary/Critical Care
 LVHN Department of Pediatrics
 LVHN Department of Vascular and Endovascular Surgery
 Pain Specialists of the Greater Lehigh Valley
 LVHN Division of Hematology and Medical Oncology
 Urological Associates of Allentown
 LVHN Department of Infectious Disease

If you are interested in joining this program, please contact Christine Hartner, RN, Clinical Improvement Liaison, Valley Preferred, at 610-969-0045.

The Fifth Annual Valley Preferred Spirit of Courage Award Celebration

TUESDAY, SEPT. 28



Don't miss this annual salute to local heroes who saved others from burn tragedy. It benefits the Burn Prevention Foundation and the Regional Burn Center at Lehigh Valley Health Network. This year's event will be held under a tented venue at Coca-Cola Park, Allentown. Call 610-969-3930 to register. Reservations are \$25 per person.



Provider Relations News

Link to Valley Preferred's Monthly Bulletin and Quick Reference Guide

Valley Preferred is now providing Valley Preferred physicians with online access to Valley Preferred Provider Bulletins and Quick Reference Guides at valleypreferred.com. This online access eliminates any direct mail issues and provides easier access to these resources. To access, click on **HEALTH CARE PROVIDER**, then **Valley Preferred Bulletin & Quick Reference Guide**. You will find links to a WebSAI page where you can log in.



Valley Preferred Cycling Center Celebrates 35 Years

2010 marks the Valley Preferred Cycling Center's 35th year of the most competitive international bicycle racing in North America. Ten Friday nights of Olympic-caliber bicycle racing in the **World Series of Cycling** have been scheduled at this world-renowned velodrome in Trexlertown, PA. See the world's top racers as they go head-to-head and shoulder-to-shoulder every Friday night. World Series of Cycling began June 18th.

- JUL**
 - 9 | USA Cycling Jr. National Championships
 - 16 | The Golden Wheel Race
 - 23 | Keirin Cup
 - 30 | Fastest Man on Wheels
- AUG**
 - 6 | Tandemonium – USA Cycling National Tandem Championships
 - 13 | The Rodale Corporate Challenge Finals
 - 20 | Air Products Developmental Finals
 - 27 | Salamander Madison Cup



"When it comes to speed, color and human competition, few athletic spectacles come close to bicycle racing. We're fortunate to host a leading international venue for this exciting sport right here in our Lehigh Valley," said Gregory Kile, Executive Director and CEO of Valley Preferred. "Our organization is proud to be on the team for the Valley Preferred Cycling Center's historic 35th year and we're looking forward to another exciting season of racing action."

MAKE IT A FUN FAMILY NIGHT!
 Friday nights:
 Gates open 5:30 p.m.
 Racing begins 7:30 p.m.
thevelodrome.com



CORPORATE CHALLENGE FINALS
 ~
Friday, August 13
 Attend and support Valley Preferred's 2010 Corporate Challenge Team, led by Rich Boorse, MD, Team Captain.

2009 Corporate Challenge Team

Valley Preferred PHYSICIAN NIGHT
 ~
Friday, August 27
Madison Cup
 To register, please call 610-969-0487 or e-mail register@valleypreferred.com.

SAVE THE DATE!

Now Available!

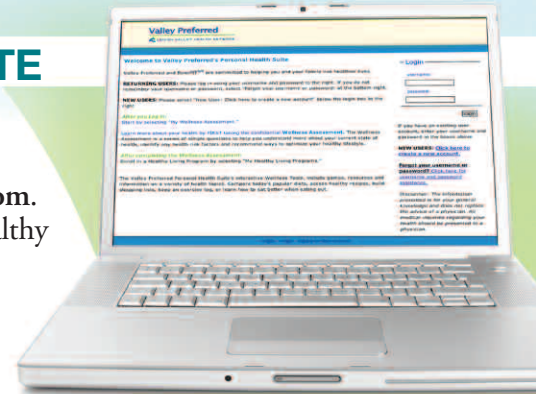
The **NEW** Valley Preferred **PERSONAL HEALTH SUITE**

The Valley Preferred Personal Health Suite is now accessible at valleypreferred.com. The Personal Health Suite includes a Health Portal, Wellness Assessment, and Healthy Living Programs.

Valley Preferred business clients and their employees can access this NEW online suite of wellness and healthy living tools, games, and important resources designed to make staying well fun and easy! From here, employees can:

- Take the NEW **Wellness Assessment** (replacing our previous Health Risk Assessment).
- Participate in personalized six-week **Healthy Living Programs** to help make small lifestyle changes with big results. The following programs are available to employees:
 - Weight Loss
 - Get In Shape
 - Healthier Diet
 - Diabetes-Fighting
 - Healthy Aging
 - Easy Start
 - Healthy Heart
 - Healthy Kids
 - Cancer-Fighting
 - Smoke-Free
 - Stress Relief
 - Healthy Seniors
- Maintain a **Personal Online Health Record**.
- Watch **videos** that guide individuals through personal and family health, fitness, nutrition, and related topics.
- Create a **Personal Home Page** with to-do lists, preventive reminders, personal health data, and much more.
- **Have online “Conversations”** about healthy living, where employees do not just get information, but they also receive personalized advice about their health in order to make smarter choices.

A wealth of wisdom awaits in the Personal Health Suite at valleypreferred.com.



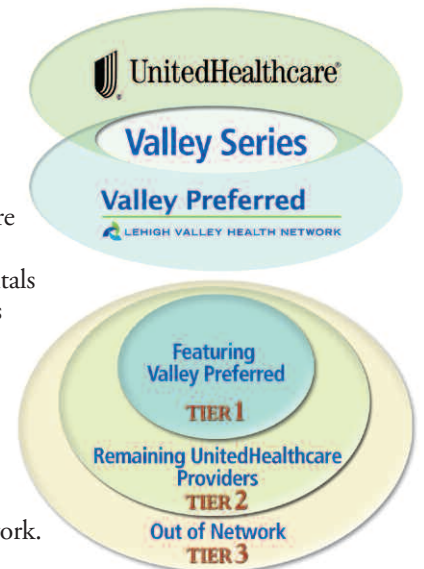
Getting started is easy, but an access code is required for employees to enter the Personal Health Suite. Employers should contact a Valley Preferred Health Educator at 610-969-0429, 1-800-955-6620, or healtheducator@valleypreferred.com to learn more about the Personal Health Suite and in obtaining an access code for employees.

Two Plans Providing Strength and Service

Lehigh Select is a high-value health plan with comprehensive disease management and wellness programs from HealthAmerica and Valley Preferred. A three-tiered PPO plan, **TIER 1** offers employees lower out-of-pocket costs when they choose from Valley Preferred’s 1,058 select providers. **TIER 2** offers access to a broader range of providers and **TIER 3** is out-of-network.



Valley Series suite of products are affordable three-tiered health plans that offer comprehensive disease management and wellness programs from UnitedHealthcare and Valley Preferred. **TIER 1** includes 33 of the region’s hospitals and more than 3,000 physicians and health care professionals, featuring Valley Preferred; employees have lower out-of-pocket expenses. **TIER 2** offers employees care within UnitedHealthcare’s national network. **TIER 3** is out-of-network.



To learn more about **Lehigh Select** or **Valley Series**, please contact your broker or a Valley Preferred-licensed health insurance professional at 610-969-0480 or 1-800-955-6620. Also visit valleypreferred.com.

Valley Preferred honored with national awards for HEALTH, MARKETING, PATRIOTISM

Valley Preferred Named One of America's Healthiest Small Companies



Valley Preferred has earned the **Well Workplace Award** from the **Wellness Councils of America**, designating the company as one of "America's Healthiest Small Companies." The award was announced to Valley Preferred by David Hunnicutt, PhD, President of Wellness Councils of America, Omaha, NE.

Begun in 1991, the national award program recognizes organizations for their commitment to the health and well-being of employees. Valley Preferred joins an estimated 1,000 companies across America that have met a rigorous criteria quantifying each candidate company's commitment to worksite wellness in both principal and practice.

"By successfully meeting this set of health promotion standards, you have demonstrated your willingness to promote and improve the health and well-being of your most valuable asset—your employees," Hunnicutt stated in his recent announcement to Valley Preferred.

"We've always believed that the workplace is the logical place to start making a difference in the health of employees and their families," said Laura Mertz, General Manager of Valley Preferred. "Our BeneFIT Health Education and Wellness Team continues to engage employees in wellness initiatives to build a healthier work environment, and we share our beliefs and initiatives in creating a supportive health-promoting environment with our business clients.

Valley Preferred Wins Honors in National Marketing Competition

Valley Preferred has been named the winner of five awards in the health care industry's largest marketing competition, the **27th Annual Healthcare Advertising Awards**. According to the sponsoring national publication, **Healthcare Marketing Report** of Atlanta, GA, the 2010 program drew over 4,000 entries making it the largest health care advertising awards competition in the United States.

Valley Preferred won silver awards in the Newspaper/Single Ad and Radio Series categories, and bronze awards in the Magazine/Single Ad and Outdoor categories. The winning radio entry featured vocal talent by Haley Mertz, a 15-year old Lehigh Valley native. The Valley Preferred 2009 Annual Report titled "Account. Ability." was also recognized with a merit award. The entries were created in concert with agency **Keenan-Nagle Advertising, Inc.** of Allentown, PA.

A national panel of judges was engaged in reviewing all entries based on creativity, quality, message effectiveness, consumer appeal and overall impact: Results are posted at hmrpublicationsgroup.com.




(From left to right)
Randy Fritz,
Roslyn Schroeder
and Joseph Felix

Valley Preferred Honored with Patriotic Employer Award from U.S. Department of Defense

Valley Preferred has been recognized as a **Patriotic Employer** by the U.S. Department of Defense's **National Committee for Employee Support of the Guard and Reserve**. The award recognizes companies that have demonstrated outstanding support for their employees who participate in the U.S. National Guard and U.S. Reserve units of the Army, Navy, Air Force and Marine Corps.

Valley Preferred received the award in a ceremony led by Roslyn Schroeder, Master Sergeant (ret.) of the U.S. Marine Corps at Valley Preferred's Allentown headquarters. Receiving the award on behalf of the company's 50-plus employees was Joseph Felix, Director of Operations. The company was nominated for the distinction by Randy Fritz, a Contract Coordinator at Valley Preferred and officer in the U.S. Army Reserve attached to West Point.



Preferred EAP SEMINARS
When you need to talk... there's someone to listen.

FREE to Valley Preferred member organizations

Preferred EAP, the region's premier Employee Assistance Program, specializes in helping local businesses address workplace behavioral issues caused by stress or other life factors.

Summer Preferred EAP Training & Development Series

- **Let's Talk About Anger Management**
Thursday, July 8, 9-11 a.m. (Lehigh Valley Hospital–Muhlenberg, Education Conference Center–A, Bethlehem)
- **Resilience: Dealing with These Ever-Changing Times** NEW
Tuesday, July 20, 9-11 a.m. (Lehigh Valley Hospital–Cedar Crest, Kasych Family Pavilion, Education Conference Center–9, Allentown)
- **Creating A Culture of Respect**
Thursday, August 19, 9-11 a.m. (Lehigh Valley Hospital–Cedar Crest, Kasych Family Pavilion, Education Conference Center–9, Allentown)
- **Grief: Dealing with Loss** NEW
Tuesday, August 31, 9-11 a.m. (Lehigh Valley Hospital–Muhlenberg, Education Conference Center–A, Bethlehem)
- **Where to Step In (for managers and supervisors only)**
Wednesday, September 15, 9-11 a.m. (Lehigh Valley Hospital–Cedar Crest, Kasych Family Pavilion, Education Conference Center–10, Allentown)
- **Dealing with Conflict**
Thursday, September 30, 9-11 a.m. (Lehigh Valley Hospital–Cedar Crest, Kasych Family Pavilion, Education Conference Center–9, Allentown)

To register, contact Preferred EAP at 610-433-8550, option 0 or 1-800-EAP-8878. Pre-registration is required. Please mention you are a Valley Preferred client. For additional information regarding Preferred EAP, visit PreferredEAP.org.



Unpuzzling Health Care Reform

Presentation by Valley Preferred's Dr. Lenhart Cuts Through the Confusion of New Health Care Reform

Despite all that has been written about health care reform, it remains a complicated topic capable of confounding even the more savvy leaders in the business, health and insurance communities.

Now cutting through the confusion is a visually-aided presentation being addressed to Valley Preferred clients, brokers and others in the community by Jack A. Lenhart, MD, Medical Director for Valley Preferred.

In his presentation, Dr. Lenhart succeeds in unpuzzling Health Care Reform with plain language and common sense conclusions. He addressed the various audiences answering three questions essential to understanding the sweeping changes to the American health care system: *How did we get here? Where will this take us? What must change in the American health culture for reform to work?*

“There has been so much confusion and even fear about health care reform that I felt a need to create a simple, straightforward way for people to understand what it is all about and, most importantly, what changes in our national behaviors must happen for it to be effective,” Lenhart said. He noted that the perspectives for the talk came from his 32 years as a family practice physician and “several years as the Medical Director of Valley Preferred, Pennsylvania’s leading PPO, which interfaces daily with both the insurance and the care delivery components of the health equation.”

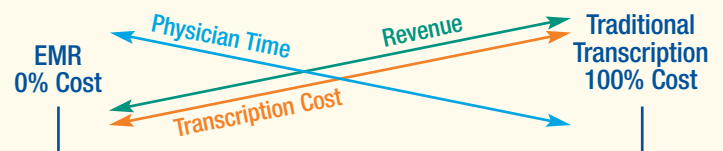


Preferred Vendor SPOTLIGHT

Advantages of EMR Transcription: R+B Sten-Tel Can Integrate with Your EMR

Did you know that integrating transcription into your EMR can help save you time and money while improving the quality of your electronic documentation? Studies suggest that direct data entry into an EMR by a physician can reduce a clinician’s productivity by up to nine times compared to traditional transcription.

However, taking a hybrid approach by integrating the two, clinicians can achieve optimal productivity. The realized productivity results in cost savings along with additional opportunities by allowing for more time devoted to quality patient care.



- **EMR DOCUMENTATION:**
5 minutes per patient vs. 1 minute for transcription
- Average 25 patients per day = (4 x 25) 100 minutes lost time
- Doctors will either see less patients (reduced revenue) or work longer hours
- As transcription cost decrease, so does production revenue
- Transcription is the least expensive way to document a patient encounter

Medical Transcriptionists are held to scoring metrics and standards with a documentation accuracy rating of 98% or above. Contrastly, many studies have found direct data entry and speech recognition averaging 85% accuracy. The quality of medical records improve with the help of a medical transcriptionist, where as part of their responsibilities reports are edited and errors are changed or flagged for clinicians to review.

R+B Sten-Tel is the exclusive provider of transcription services for Valley Preferred and is able to integrate with your EMR, helping clients achieve optimal productivity and quality. **R+B Sten-Tel** also offers documentation workflow technology which improve the efficiencies of administrative staff. Whether or not you have an EMR, contact Peter Minio to schedule your free consultation at 1-888-744-4479.

Preferred Vendor Program UPDATE

Visit our complete list of Preferred Vendors online at valleypreferred.com
(click **HEALTH CARE PROVIDER**, then **Preferred Vendor Program**)

- ◆ **1-800-DryClean** is the new exclusive vendor for personal dry cleaning services. Their goal is to provide you with the highest quality garment cleaning, tailoring and shoe services available. **1-800-DryClean** understands that families and physician practices are now busier than ever before and need to find ways to manage their time and responsibilities both at work and home. **1-800-DryClean** will pick up and deliver to your place of business or your home. When it comes to reliable and convenient dry cleaning and laundry services, **1-800-DryClean** is at your service! For additional information or to set up your office or personal residence with an account, contact Bill Moro at 484-809-7660.
- ◆ Have your document storage and/or shredding rates increased? Have no fear, **Records Management and Archiving (RMA)** can assist. As the exclusive vendor for document storage, shredding and data vaulting, **RMA** offers a discount on all services. If you're currently using another service provider they will discount 10% off your current invoice for document storage and 20% off your current invoice for shredding. For additional information, FREE quote or to set up an account, contact Bob Dress at 484-866-2409.
- ◆ Are you looking for a receptionist? Do you need a medical assistant because yours is on maternity leave? Having trouble finding a nurse for your practice? **Aaron Resources** can help. Located in Allentown and Hazleton, **Aaron Resources** can place you with quality temporary office help no matter what position you need to fill. For more information, contact Linda Queral at 610-433-8000 ext.19.
- ◆ **Office Basics** is the exclusive vendor for office supplies and office furniture. **Office Basics** offers a discount on all office supplies including coffee. In fact, if you contact **Office Basics** today, you can receive a Keurig Coffee Office Brewing System at NO CHARGE. To receive a FREE machine, you must purchase the coffee from **Office Basics**. The machine you receive will be determined by the number of people in your office. Coffee is next day delivery similar to their office supply delivery. To set up your new **Office Basics** account for office supplies or to get your Keurig Coffee Office Brewing System, contact John Peracchia at 1-800-541-5855, ext.150.
- ◆ Isn't this the year to treat yourself to a truly great vacation? Since 1985, **Steve Lehman Tours** has been putting together cycling and non-cycling vacation trips for groups to the U.S., Argentina, Europe, Canada, Bermuda and the Caribbean. They offer truly fantastic trips for the passionate cyclist while providing and attending to the non-cycling partner in exciting and exotic locales. For additional information or to book your exotic trip, contact Steve Lehman at 1-800-357-3018.
- ◆ Looking for World Class Athletes right in your own backyard? How about drama or maybe even some suspense? The **Valley Preferred Cycling Center** has it all and more. Come for a night of racing action with your family and friends. Receive special incentives through the Preferred Vendor Program. Contact Joe Candio Jr., at 610-969-0237 or e-mail at Joe.Candio@valleypreferred.com for more details.

Please mention Valley Preferred when making an inquiry regarding Preferred Vendor Program pricing and discounts. For more information, call Joe Candio, Jr., Account Executive, Preferred Vendor Program, at 610-969-0237 or e-mail joe.candio@valleypreferred.com.

Looking for Health Insurance Options for Your Practice?



Joe Candio, Jr., a Valley Preferred licensed health insurance specialist, can assist with the selection process and place a policy on your behalf. Contact Joe at 610-969-0237 or e-mail joe.candio@valleypreferred.com.

*Joe Candio, Jr.,
Preferred Vendor Program*

GLVIPA New Leadership / Staff

James W. Manley, DO, was elected to the position of **President/Chair** of the Greater Lehigh Valley Independent Practice Association, Inc. and has been serving as Chair since April 2009. He succeeds Bruce A. Ellsweig, MD, who has assumed the position of Vice President/Vice Chair of the GLVIPA. Dr. Manley is a primary care physician with Lehigh Valley Family Practice Associates, Bethlehem. He has served as a member of the Board of Trustees for both the GLVIPA and the Lehigh Valley Physician Hospital Organization since 2003. In his new position he will provide leadership and direction for the programs and advocacy that the GLVIPA provides for its member physicians, including Clinical Integration initiatives, member education, interfacing with government and health insurance industry leadership. Additional responsibilities include leading committees charged with ongoing policy-shaping, planning, development, and implementation of multiple programs focused on enhancing the quality and cost-efficiency of medical care delivery for the patients, institutions and communities served by GLVIPA members.



Mary Ann Curcio has recently joined the Greater Lehigh Valley Independent Practice Association, Inc. as the **Coordinator**. She is responsible for assisting the GLVIPA Chair, along with coordinating meetings and maintaining the GLVIPA corporate records. Mary Ann has been with the Lehigh Valley Health Network for the past 18 years, most recently as an Administrative Secretary to the Vice President of Human Resources. She has an Associates degree in Secretarial Science from Lehigh Valley College.



CHANGE SERVICE REQUESTED

New Valley Preferred PHYSICIAN MEMBERS

Adolescent Medicine

Valerie J. Lewis, MD

Allergy

Robert M. Zemble, MD

Bariatric Medicine

Harpreet Singh, MD

Cardiology

David Allen, DO
Sarang S. Mangalmurti, MD
Patricia A. Rylko, MD
Karthik P. Sheka, MD

Colon & Rectal Surgery

Daniel J. Bowers, MD

Diagnostic Radiology

Priya K. Sareen, MD

Emergency Medicine

Amit Sareen, MD
Scott D. Winot, MD

Family Practice

Thomas J. Czajkowski, MD
Vanessa J. Eiswerth, DO
George W. Hartzell, Jr, MD
Jennifer L. Keller, DO
Rachel B. Liebman, DO
Deanna Ligenza, DO
Richard B. Sirard, Jr, MD

Gastroenterology

Paola G. Blanco, MD

Geriatric Medicine

Nicole M. Osevala, MD

Gynecology Oncology

M. Bijoy Thomas, MD

Hematology & Oncology

Ashish A. Shah, DO

Hospital Medicine/ General Internal Medicine

Monika Mahajan, MD
Matthew M. Miller, DO
Lino Rafael O. Trinidad, MD

Infectious Diseases

Alex N. Benjamin, MD
Lalita G. Shastry, MD

Internal Medicine, General

Marie C. Buschi, MD
Horace N. Olewiler, MD
Patricia A. Quinlan, MD
Jose Santiago Rivera, MD
Sam S. Weng, MD

Maternal – Fetal Medicine

Daniel G. Kiefer, MD

Obstetrics & Gynecology

Suzanne L. Basha, MD
Amy M. DePuy, MD
David A. McLean, MD

Ophthalmology

Christine G. Saad, MD

Orthopaedic Surgery

Yury Bykov, MD
Wayne C. Stuart, MD
Jay S. Talsania, MD

Pathology

Haider Asad, MD

Pediatric Critical Care Medicine

Rene Chalom, MD
Steven F. Nemerson, MD

Pediatric Endocrinology

Laurissa R. Kashmer, MD

Pediatric Physical Medicine & Rehabilitation

Kimberly S. Kuchinski, MD

Pediatrics, General

Colleen A. Cooper, MD
Elaine A. Donoghue, MD
Ellen M. Furlong-Julia, MD
Colleen A. Gulczynski, DO
Ingrid M. Sterling, MD

Pediatrics-Inpatient

Claudia F. Busse, MD

Rheumatology

Mythili Seetharaman, MD

Surgery

Donnelle L. Crouse, DO

LVPHO Lehigh Valley Physician Hospital Organization, Inc.

Gregory Kile

Executive Director and CEO

Jack Lenhart, MD

Medical Director

Louis Bottitta

Director, Information Technology

Selicia Chronister

Sales Manager, Valley Preferred

Joseph Felix

Director of Operations

Christina Lewis, RN, BSN, MPH

Administrator,

Valley Preferred Health Services

Laura Mertz

General Manager

Marilyn Minder

Executive Assistant to

Executive Director and CEO

Patricia Sarik

Director, Provider Relations

Kerry Snyder

Manager, Information Technology

610-969-0480 • 610-969-0485 • valleypreferred.com • preferred.eap.org • spectrumadministrators.com

Valley Preferred News is a publication designed to provide news to members of the Valley Preferred Network. Members are invited to submit items of interest or provide feedback on anything that appears in Valley Preferred News.

Write to Tina Werkheiser, Editor of Valley Preferred News, Coordinator of Sales & Marketing at Valley Preferred, 1605 N. Cedar Crest Blvd., Suite 411, Allentown, PA 18104-2351; e-mail tina.werkheiser@valleypreferred.com; call 610-969-0381; or fax 610-969-0439.

Valley Preferred

