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Care Beyond the Coverage.

Spring 2008

Preferred Health Management corner

Lehigh Valley Physician Hospital Organization, Inc.



Jack Lenhart, MD

Valley Preferred's Workplace Wellness Efforts Focused on Strengthening Physician/Patient Bond

"Adults typically go to work about 240 times per year. They visit their physicians just a few times a year, if that. That's why Valley Preferred uses the workplace to motivate Valley Preferred members toward improving their health and seeing their physician more frequently." So explains Valley Preferred Medical Director, Jack Lenhart, MD, on why Valley Preferred reaches out to employees at their workplaces with preventive health and wellness education programs.

"The reality is, too many people with risk factors do not see their physician as often as they should. Before conditions manifest themselves as a life-threatening chronic disease, Valley Preferred creates opportunities to point out possible health problems and encourages them to seek appropriate care," Lenhart said.

These employee outreach efforts have proven to be an effective way to get at-risk individuals to see their primary physician before their health spirals into chronic conditions like diabetes and heart disease.

A popular outreach tool used to achieve this is the Valley Preferred Corporate Health Fair. Set up at the employers' manufacturing or office worksite, Health Fairs are popular events offering a wide variety of health screenings and wellness education in an engaging, employee-friendly atmosphere.

The vast majority of employee comments solicited after Valley Preferred Health Fairs are positive. Testimonials from a recent event included: "Very informational." "It was an opportunity to learn about things I wouldn't otherwise explore." "Pleased that our employer took time to show concern about the employees' health." "They did a good job."

"Valley Preferred Corporate Health Fairs reach out to thousands of employees in our region every year," Lenhart pointed out. "Employees receive health screenings for blood pressure and other important health indicators. Our clinicians point out possible risks with lifestyle choices like smoking, stress or weight control. We then advise them to see their physicians for further evaluation and health enhancement." He noted that the same clinicians who participate at the Corporate Health Fairs also support many chronic disease patients in Valley Preferred's Preferred Health Management disease management program and help to educate these

patients with lifestyle changes and to become self managers of their care.

Early detection and prevention are keys to the success of Valley Preferred's workplace wellness programs, according to Lenhart. In many cases, physicians are seeing patients years before they have a chronic disease. By working together, we're making people healthier. ✓

What is Preferred Health Management?

It's Valley Preferred's physician-driven, comprehensive health care management division providing:

- Disease Management
- Case Management
- Utilization Review
- Other Health-Related Services



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New Meetings

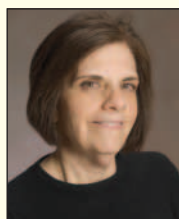
- **GLVIPA Membership**
Monday, June 23, 6 p.m.
Auditorium (Cedar Crest & I-78)
Teleconference available at LVH-Muhlenberg/ECC- C
- **GLVIPA Board**
Thursday, June 26, 7 a.m.
Thursday, August 28, 7 a.m.
Kasych ECC 10
(Cedar Crest & I-78)
- **LVPHO Board**
Tuesday, June 10, 7 a.m.
Tuesday, August 12, 7 a.m.
Management Suite Board Room
(Cedar Crest & I-78)

Health Specialists on Board with Preferred Health Management

Preferred Health Management's Health Specialists are responsible for case management and utilization management efforts, along with managing the care of chronic disease patients through the disease management program.



Christine Gilmore, RN



Bernadette Pawlowski, RN



Margarita Pebley, RN



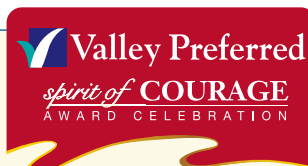
Shown above touring the Valley Preferred Treatment Room are: (from left) **John Jaffe, MD**, Valley Preferred Executive Medical Director; **B. Daniel Dillard**, Executive Director, Burn Prevention Foundation; **Daniel Lozano, MD**, Medical Director, Lehigh Valley Hospital Regional Burn Center and Burn Recovery; **Laura Mertz**, Valley Preferred General Manager; and **Gregory Kile**, Valley Preferred Executive Director and CEO.

Valley Preferred Treatment Room Showcased at Opening for New Kasych Family Pavilion

January 9, 2008 saw Valley Preferred host an exclusive opening for clients, brokers and other guests at the new **Kasych Family Pavilion** of LVH-Cedar Crest. This new 7-story structure features advanced patient treatment and recovery facilities, as well as conference and meeting rooms.

The high point of the evening was a guided tour of the new Lehigh Valley Hospital Regional Burn Center and Burn Recovery, which doubled in size from its previous location at LVH. Among the high-tech healing now helping burn victims at the facility is the **Valley Preferred Treatment Room**. Made possible by a gift from Valley Preferred, the room's clinical technology provides a specialized environment to provide care for burn victims of any acuity. ▽

Third Annual Valley Preferred Spirit of Courage Award Celebration



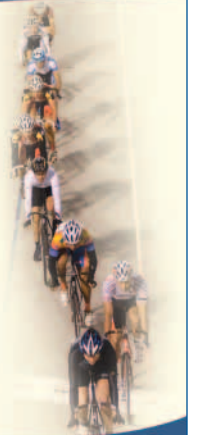
The date is set! On **September 16, 2008**, the Third Annual Valley Preferred Spirit of Courage Award Celebration will honor local heroes who saved others from burn tragedy. Proceeds benefit the Burn Prevention Foundation and Lehigh Valley Hospital Regional Burn Center. This event grows bigger every year, so mark your calendar now. For facts, visit valleypreferred.com.

Physician Night

at



- **Friday, June 20**
– World Series of Cycling
Keirin Cup featuring the Marty Nothstein Bicycle Racing League
- **Friday, August 22 – Finals**
Madison Cup featuring the Air Products Finals



SAVE THE DATE!

Hope you plan to attend and bring your family.

Valley Preferred Physicians Join Lehigh Valley's Newest Radio Stars on The Manny and Eric Show

A breath of fresh airwaves for sports and health fans throughout the Lehigh Valley is now delivered weekly in *The Manny and Eric Show*, co-hosted by Marty Nothstein and Erin Hartwell, Olympic medalists and top management of the Valley Preferred Cycling Center. An entertaining mix of inside sports talk and humor spiced with local flavor, the show airs Thursdays from 5 to 6 p.m. on WXLV 90.3 FM.

Providing a forum to air clinical advice for listeners is a feature titled *Health Halftime with Valley Preferred* in which Valley Preferred physicians speak on health topics such as cardiovascular health, foot care for the athlete, exercise for diabetics and more. Doctors showcased have included John Jaffe, MD, Valley Preferred Executive Medical Director; Jack Lenhart, MD, Valley Preferred Medical Director; Randy Smargiassi, MD, Podiatrist; and Neal Stansbury, MD, Orthopedic Surgeon.

And why the name *The Manny and Eric Show* when the hosts are named Marty and Erin? It's based on a humorous experience Nothstein and Hartwell had while waiting for a 2007 business meeting. Despite their international sports celebrity, when the two medalists were called into the meeting they were announced as "Manny and Eric." Apparently the meeting went well because the misnomers live on in Marty and Erin's spirited humor and the name of the show. Tune in at 5 p.m. on Thursdays (new time and day) and enjoy the show! ▽



Visit mannyandericshow.com to view the weekly schedule and also to listen to recent shows.

Valley Preferred Marketing Campaign in High Gear

Given unique marketing advantages as the exclusive Naming Sponsor of the Valley Preferred Cycling Center, Valley Preferred is in high gear with an advertising campaign using the sport as the graphic theme to drive home the message of health and fitness.

The campaign's multi-media message is now emblazoned on high-traffic outdoor boards in the Lehigh Valley, as well as in consumer and trade print, direct mail, website banners and on the radio.

"The sport of cycling provides an eye-catching metaphor for health, physical activity and dynamic action," explains Gregory Kile, Valley Preferred's Executive Director and CEO. These are the fundamental values that Valley Preferred is built upon, so it was a natural association. Another benefit is that it will help build regional awareness of the Valley Preferred Cycling Center and its many community programs." ❖



Over 2 million viewers per month see Valley Preferred's message on outdoor boards like this. Radio, print, direct mail and website banners also play a role in the current campaign.

UnitedHealthcare Teams with Valley Preferred to Launch New Valley Series Health Plan

One of the foremost and prominent leaders in the health insurance industry, UnitedHealthcare, has teamed with Valley Preferred to create **Valley Series**, a suite of affordable health plan products along with comprehensive disease management and wellness programs for Lehigh Valley-based business owners. Employers may choose from 11 plan designs within Valley Series plans' Choice, Choice Plus and Consumer Driven Health (CDH) products, including Health Savings Accounts (HSAs) and Health Reimbursement Accounts (HRAs).



Through Valley Series, employees have the lowest overall out-of-pocket expenses when accessing Tier 1, comprised of 33 of the region's hospitals and more than 3,000 physicians and health care

professionals featuring the Valley Preferred network. Enrollees may also realize out-of-pocket cost savings by seeking care within UnitedHealthcare's Eastern Pennsylvania network, which includes an additional 46 hospitals and more than 12,000 physicians. Enrollees also have the option of accessing any health care service provider within the UnitedHealthcare network.

"UnitedHealthcare shares Valley Preferred's philosophy that better overall health can only be achieved by working closely with the medical community," said Gregory Kile, Executive Director and CEO of Valley Preferred. "The new Valley Series is a strong collaborative effort designed to improve community health while controlling costs."

"This partnership with Valley Preferred means more choice and greater flexibility to area business owners who wish to offer affordable health care to their employees," said Thomas N. Pappas, CEO of UnitedHealthcare of Pennsylvania. "The Valley Series gives employees more options and greater oversight over how they spend their health care dollars, while also providing access to a broad national network of health care professionals without referrals, covering preventive care services at 100 percent, and offering customized health and wellness programs."

For more facts on the new Valley Series products, contact your broker or visit valleypreferred.com. ❖

PROVIDER RELATIONS NEWS

• New Clinical Guideline Established

A new Valley Preferred clinical guideline, **General Adult Preventive Care**, has been developed by Valley Preferred medical leadership and is available at valleypreferred.com/provider. The General Adult Preventive Care guideline applies to patients age 50 and older.

Valley Preferred's clinical practice guidelines are built on evidence-based recommendations by nationally recognized quality leaders such as the National Quality Forum (NQF) and Ambulatory Quality Alliance (AQA). Valley Preferred has had a long-standing interest in providing up-to-date clinical practice guidelines for Valley Preferred physicians. There has been a special focus on several chronic condition guidelines as they relate to Preferred Health Management's disease management program.

Other Valley Preferred clinical guidelines include: Asthma, Congestive Heart Failure, Coronary Artery Disease and Diabetes. These clinical guidelines, along with the General Adult Preventive Care guideline, were selected to measure physician performance and reward those who are doing well. While obviously not all of these guidelines are applicable to each individual physician and specialty, we are hopeful that practitioners will select those pertinent to their area and find the rest of interest to enhance overall medical awareness.

• AETNA Orientation Held

On March 12, Valley Preferred held an Aetna Orientation for physicians and practice managers, reviewing Aetna plans and participation, billing and pre-certification. If your practice was unable to attend the orientation, please visit aetna.com for provider information.

ABOUT OUR STAFF



Margaret Boyle
Health Care Data Analyst

Margaret Boyle has been appointed Health Care Data Analyst. Her duties include analyzing, designing and developing IT systems to support the Valley Preferred Physician Quality

Programs. She will also be responsible for the redesign of the Valley Preferred Provider Database and for helping to support clinical initiatives such as the Physician Self Audit and Disease Management Program.

Margaret holds a Bachelor's degree with special honors in Information Systems Management from Muhlenberg College and a graduate level Project Management Certificate from Lehigh University.

Jason Ebersole
Applications Specialist



Jason Ebersole has been appointed Applications Specialist. He is responsible for assisting with the development and management of IT systems to support the clinical and administrative data analysis and reporting programs for Valley Preferred. He provides data analysis and system administration support for purchased and internally developed software applications.

Jason holds a Bachelor's degree in Computer Science from DeSales University.

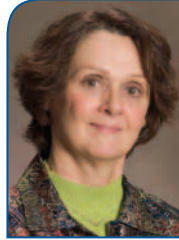


Laura Gabrick
Receptionist

Laura Gabrick has joined Valley Preferred as Receptionist. She greets customers, handles phone calls, maintains conference room scheduling and is responsible for the procurement

of office equipment, supplies and publications.

Laura serves as a Captain on Lehigh Valley Hospital and Health Network's Walk for Autism Team.



Ann Gallagher, RN
Health Quality Coordinator, Preferred Health Management

Ann Gallagher, RN has been appointed Health Quality Coordinator. She will manage the organization's quality improvement processes to assure efficiency of member care and service, and maintain compliance with accrediting and regulatory agencies.

Ann obtained her nursing degree from Sacred Heart Hospital School of Nursing and an Associate in Applied Science in Paralegal Studies from Lehigh Carbon Community College. She will receive her BSN degree from DeSales University in May 2008.

Peggy Strouse
Client Support Representative



Peggy Strouse is responsible for assisting Valley Preferred's large-group accounts, prospect sales planning, customer service, and coordinating proposal activity with businesses, health insurance companies and third party administrators.

A Pennsylvania-licensed health insurance agent in Life, Accident and Health, Peggy holds a Bachelor's degree in Business from LaSalle University. She has 10+ years experience in the health insurance field.



Amber Thompson
Office Coordinator, Preferred Health Management

Amber Thompson has been appointed Office Coordinator. She is responsible for administrative operations, including project coordination and customer service, specific to Valley Preferred's medical management initiatives. She is a certified medical administrative assistant with 10 years of business experience, staff management and customer service.

Amber serves as Captain of Valley Preferred's United Way Team and as a member of Lehigh Valley Hospital and Health Network's Friends of Nursing Selection Committee.

Carol Winkler
Administrative Secretary



Carol Winkler has been appointed Administrative Secretary. She provides administrative secretarial support to Valley Preferred medical and administrative leadership.

Carol holds a Master's degree in Library Science from Kutztown University and a Bachelor's degree in Human Resources from Upper Iowa University.

Valley Preferred MEMBERSHIP

As of March 2008, Valley Preferred was serving 10,393 clients, including 8,524 businesses and 1,864 individuals, and providing care for 255,412 members. We welcome our new Valley Preferred clients.

Preferred Vendor Program UPDATE

Check out our complete list of Preferred Vendors on-line at valleypreferred.com

◆ **BLINDS THAT SHINE** – When it comes to hospitals and physician offices, **Blinds that Shine** can get rid of the bacteria and contaminants that build up. Their ultrasonic cleaning process not only cleans metal blinds, but cloth too. Here's a list of types of blinds they clean:

- Mini Blinds
- Vertical Blinds
- Silhouettes
- Micro Blinds
- Duette Shades
- Vignettes
- Venetian Blinds
- Woven Woods
- Pleated Shades

Barry Viscomi, owner of **Blinds that Shine** in Easton, and his team use a technique known as Ultrasonic cleaning. Ultrasonic cleaning uses a hot water bath, a specially formulated cleaning solution and powerful sound wave technology. "The sound waves create millions of tiny bubbles which travel at high speeds through the water," Viscomi says. "These bubbles penetrate all parts of blinds and implode, causing dirt to be gently lifted from surfaces."

"Over time, your blinds will collect dust, pet hair, dander and even harmful allergens. Steam cleaning usually ruins blind surfaces, and hand cleaning can smear the dirt and create static electricity causing surfaces to attract dust and particles much quicker," says Viscomi. "These methods aren't going to thoroughly clean the blinds, and that's where we come in."

For your FREE quote and your Valley Preferred discount contact **Blinds that Shine** at 1-866-227-9450.

◆ **CURTIS BAY ENERGY** will be the new exclusive vendor for medical waste pick-up replacing The Cardinal Group, which was purchased by Stericycle (starting March 1). **Curtis Bay Energy** offers a 1-year contract to providers with a discount starting at \$25 per box with no other fees or surcharges included. For additional information or to set up an account, contact Debbie Schlarb at 1-877-502-8811.

◆ **AMERICAN INBOUND** – Need an Answering Service? Contact **American Inbound**, the new exclusive vendor for answering services. **American Inbound** offers three discounted monthly packages for service. For additional information or to set up your account today, contact Jennifer Andrews at 1-800-737-6077.

◆ **PETER STIMELING** – Looking to have a portrait painting or family painting done? Contact portrait and landscape artist **Peter Stimeling**. He joined Valley Preferred's Preferred Vendor Program on March 1. For more information you can visit peterstimeling.com, contact Annette Stimeling at 610-756-6057 or email at stimelings@verizon.net.

Please mention Valley Preferred when making an inquiry regarding Valley 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.

Save This DATE!

And You Could WIN
(In More Ways Than One!)



Valley Preferred's Interactive Preferred Vendor Fair

Wednesday, May 28, 11 a.m. – 2 p.m.

**Lehigh Valley Hospital – Cedar Crest,
Kasych Family Pavilion, ECC 7 & 8**

Come see the benefits offered through the Preferred Vendor Program, and visit the interactive vendors and the various health screening stations. Enter to win great raffle prizes and a grand prize — all you have to do is to visit the vendors. To register, call Joe Candio, Jr. at 610-969-0237.



Joe Candio, Jr.,
Preferred Vendor Program

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 him at 610-969-0237 or e-mail joe.candio@valleypreferred.com.

EVENT/SPONSORSHIP HIGHLIGHTS



Valley Preferred staff show their support by wearing red and raising funds for the American Heart Association's Go Red Campaign and women's heart health.

- ◆ **American Heart Association "Go Red for Women"**
– Friday, February 1
- ◆ **American Lung Association "Walk for Life and Breath"**
– Sunday, April 20, at Bob Rodale Fitness Park, Trexlertown
- ◆ **March of Dimes "March for Babies"**
– Sunday, April 27 at Dorney Park

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 companies address negative workplace behavioral issues caused by stress or other life factors.

- **Creating a Culture of Respect in the Workplace**

Tuesday, April 22, 9-11 a.m.
(LVH-Muhlenberg, 1st Floor Conference Room, Bethlehem)

- **How to Develop a Difficult People Immunity**

Wednesday, April 30, 9-11 a.m.
(LVH-Muhlenberg, Education Conference Center-A, Bethlehem)

- **Overcoming Emotional Eating**

Tuesday, May 6, 9-11 a.m.
(2166 S. 12th Street, First Floor Conference Room, Allentown)

NEW

- **Take Control of Your Stress Before It Takes Control of You**

Thursday, May 15, 9-11 a.m.
(2166 S. 12th Street, First Floor Conference Room, Allentown)

- **Effective Listening and Communication**

Wednesday, May 28, 9-11 a.m.
(2166 S. 12th Street, First Floor Conference Room, Allentown)

NEW

These Preferred EAP seminars are conducted at 2166 S. 12th Street, Allentown, 1st Floor Conference Room. 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 member.

LVPHO

Lehigh Valley
Physician Hospital Organization, Inc.

610-969-0480

610-969-0485

Visit valleypreferred.com
preferredgap.org
spectrumadministrators.com

Gregory Kile

Executive Director and CEO

John Jaffe, MD

Executive Medical Director

Jack Lenhart, MD

Medical Director

Jonathan Burke, DO

Associate Medical Director

Louis Bottitta

Director, Information Technology

Selicia Chronister

Sales Manager, Valley Preferred

Joseph Felix

Director of Operations

Christina Lewis, RN, BSN, MPH

Administrator, Preferred Health Management

Laura Mertz

General Manager, Valley Preferred

Marilyn Minder

Executive Assistant to
Executive Director and CEO

Patricia Sarik

Director, Provider Relations

Kerry Snyder

Manager, Information Technology

New Valley Preferred PHYSICIAN MEMBERS

Family Practice

Christine C. Chen, MD
Gregory M. Singer, MD

General Surgery, Trauma Surgery

John J. Hong, MD

Internal Medicine

Elizabeth B. Houshmand, MD
Tatyana Kemarskaya, MD

Edward H. Wu, MD

Eugene P. York, MD

Neonatology

Anthony K. Killian, MD

Nephrology

Frederick S. Fleszler, MD

Pathology

Gary A. Stopyra, MD

Pediatric Surgery

William D. Hardin, Jr, MD

Pulmonary Medicine

Jennifer C. Rovella, DO

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:

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e-mail tina.werkheiser@valleypreferred.com, call 610-969-0381, or fax 610-969-0439.



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