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**Summer 2008**

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**Preferred Health Management corner**  
*Lehigh Valley Physician Hospital Organization, Inc.*

# Health Insurance Leaders Embrace Valley Preferred's Disease Management Programs

*Unique Patient Focus, Physician Engagement, Clinical Results*



Jack Lenhart, MD

Valley Preferred's Preferred Health Management's unique disease management model has attracted the attention of two national health insurance leaders. Both HealthAmerica and UnitedHealthcare now collaborate with Valley Preferred to provide disease management programs offering extraordinary measures of Patient-Focused Care and Physician Engagement... two hallmarks of our model.



*New health plans offering disease management*

With **Patient-Focused Care**, RN health specialists work closely with patients (and their physicians), enabling them to self-manage their care and embrace lifestyle changes through encouragement, education, action planning and goal setting. **Physician Engagement** provides physicians with tools to evaluate their own patient-care quality through our Physician Self Audit (PSA) program and identify/enact pathways to consistently improve treatment and results.



Recently, Valley Preferred "Valley Series" magnets were created and mailed to member physician practices reminding physicians of the disease management programs available to their Valley Preferred patients. Watch for the Valley Preferred "Lehigh Select" magnets which will be distributed soon.

These magnets contain EASY STEPS to engage Valley Preferred "Valley Series" and "Lehigh Select" patients with chronic conditions in a disease management program.

For more information, please contact 610-969-0417 or 1-866-293-5452.

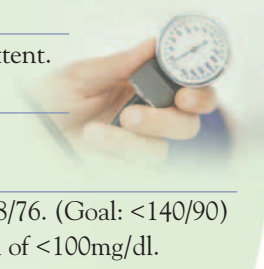
**CLINICAL RESULTS:** Here is a sampling of outcomes achieved during 2007.

**DIABETES:** • Hemoglobin A1C: 95% of patients tested. 47% had HbA1C at, or better than goal.  
• Cholesterol: 74% had lipid levels at, or better than goal.

**ASTHMA:** • Overall disease severity shifted from Severe to Mild Intermittent.  
• Peak Flow Meter: 52% increase in use as prescribed.

**HYPERTENSION:** • Blood Pressure: 100% had regular monitoring.  
• Cholesterol: 100% had lipid profile completed.

**CORONARY ARTERY DISEASE:** • Blood Pressure: Average reading 128/76. (Goal: <140/90)  
• Cholesterol: 90% of patients at goal of <100mg/dl.



## 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

## New Meetings

• **GLVIPA Membership**  
Tuesday, September 23, 6 p.m.  
Auditorium (Cedar Crest & I-78)  
Teleconference available at LVH-Muhlenberg/ECC- C

• **GLVIPA Board**  
Thursday, October 23, 7 a.m.  
Thursday, December 11, 7 a.m.  
Kasych ECC 10  
(Cedar Crest & I-78)

• **LVPHO Board**  
Tuesday, October 21, 7 a.m.  
Tuesday, December 16, 7 a.m.  
Management Suite Board Room  
(Cedar Crest & I-78)

## Valley Preferred's Preferred Vendor Fair Showcased Exclusive Vendors, Premier Discounts, and Great Prizes

When Loretta Kowalick, Practice Administrator for Allentown Anesthesia Associates, attended Valley Preferred's Preferred Vendor Program Fair on May 28<sup>th</sup>, she was in for a surprise — a \$500 VISA gift card. "I came to check out the vendors and didn't even know about the raffle," Kowalick says. Just by attending the fair and visiting all of the vendor booths, Kowalick was automatically entered in the raffle.

A \$500 VISA gift card wasn't the only thing Kowalick left with that day. "I was able to get an idea of what new products might be out there, as well as the cost savings offered through the Preferred Vendor Program," she says. "We always compare pricing and check out the Preferred Vendor Program to see what's offered. It's a great tool."

With more than 15 vendors and eight health screenings on showcase, Kowalick and other fair visitors were able to enjoy interactive booths. "We wanted to provide the practice managers and administrators, as well as physicians, with hands-on experience of our services and the services the other vendors have to offer," says Bryan Burkholder, Account Executive, Apex Asset Management. "This program offers tremendous benefits as far as networking and pricing options." ❖



### AARON RESOURCES/ AARON NORTH/ AARON HEALTHCARE

Take the hassle out of medical staffing with Aaron's proven performance in placing personnel with the right skill set. For more info, visit [aaronjobs.com](http://aaronjobs.com) or call 610-433-8000.



### BLINDS THAT SHINE

Are you looking to have your blinds cleaned? Whether they're cloth or metal, mini or venetian, Blinds that Shine uses ultrasonic technology to clean deep lifting bacteria and grime. For more information, please call 1-866-227-9450 or visit [blindsthatshine.net](http://blindsthatshine.net).



### CONSOLIDATED GRAPHIC COMMUNICATIONS

Medical practice patient records work better with our "Ready to Use" Folder fully assembled with folder, fileback, tab, label and assembly...all in one! Visit [cgcl.com](http://cgcl.com) or call 610-391-1220 for more information.



### HIREVISION GROUP, INC.

Outsources a portion or all of your hiring process to HR experts who can write and place recruitment ads, phone screen, perform onsite interviews, and verify backgrounds and references. Only pay for work performed—not for a "placement." Offer HR onsite and offsite services, employee surveys, retention programs, and more. Visit [hirevisiongroup.com](http://hirevisiongroup.com) or call 610-443-0119 for more information.



### NIXON MEDICAL WEAR

Full-service medical wear and linen provider. Specializes in cost-effective, one-stop-shopping medical textile rental programs designed to improve patient satisfaction, support a professional image, and ensure OSHA compliance. Provides, launders and delivers a complete line of patient gowns, lab coats, scrubs, towels, and linens. Visit [nixonmedical.com](http://nixonmedical.com) or call 1-888-649-6687 for more information.



### **NEW** RECORDS MANAGEMENT AND ARCHIVING

Your source for confidential offsite data and records storage, destruction, protection and management. For additional information or a lunch and learn session, call 610-253-2753 or visit [recordsmgmt.com](http://recordsmgmt.com).



### ROSE CONSULTING INC.

Rose Consulting can help reduce telecommunication costs while increasing the level of service you receive, or eliminate unnecessary and excessive monthly expenses. For more information or a lunch and learn session, call 1-877-799-7673 or visit [roseconsulting.com](http://roseconsulting.com).



#### **APEX ASSET MANAGEMENT, LLC**

Debt collection services that are innovative and competitively priced. APEX complies with all HIPAA regulations. Customizable client access interfaces that work seamlessly with your system. For more information or a lunch and learn session, call 1-888-592-2146 or visit [apexasset.com](http://apexasset.com).



#### **ARAMARK REFRESHMENT SERVICES**

Coffee, water and snack service that is top-quality, carefree and affordable... from the leader in coffee services for businesses. Call 1-800-848-3973 or visit [aramarkrefreshments.com](http://aramarkrefreshments.com) for more information.



#### **NEW CURTIS BAY ENERGY**

A full-service environmental company specializing in medical waste services, manages the country's largest waste-to-energy facility. Curtis Bay Energy is dedicated to offering hospitals and medical professionals the safest, most efficient and most economical method for handling regulated medical waste. Visit [curtisbayenergy.com](http://curtisbayenergy.com) or call 1-877-502-8811 for more information.



#### **FRASER ADVANCED INFORMATION SYSTEMS**

Time to update the information workflow in your office? Fraser can automate your workplace with digital copiers, fax machines, scanners, laser printers, optical storage equipment, XML/web forms, digital signature applications and intelligent forms. Visit [fraser-ais.com](http://fraser-ais.com) or call 610-231-9577 ext. 202 for more information.



#### **OFFIX SYSTEMS**

Provides office furniture and workstations, waiting rooms, health care furniture, AV and telecommunications systems, carpeting and window coverings. Provides design and space planning services, and can restore and remanufacture existing furniture. For more information, call 610-295-4383 or visit [offixsystems.com](http://offixsystems.com).



#### **NEW PETER STIMELING PORTRAITS**

Looking for a portrait painting or a landscape painting? Peter Stimeling has been commissioned to paint hundreds of portraits. His paintings are found in private and corporate collections internationally. Visit [peterstimeling.com](http://peterstimeling.com) or call 610-756-6057 for more info.



#### **NEW TELEQ NETWORK SOLUTIONS**

Your answer for I/T solutions. TNS designs, implements, optimizes, monitors and maintains Telecommunications and Network Service Facilities (IP, Private, Voice/Data, T-1, etc.), various software applications and hardware for voice and data networks. TNS provides competitively priced state-of-the-art IT and Telecom equipment and around-the-clock support. Call 610-354-9191 or visit [teleqns.net](http://teleqns.net) for more information.



#### **VALLEY PREFERRED CYCLING CENTER**

Check out 2009's Air Products Developmental Cycling Program for yourself and/or your children. Not interested in learning to ride, but like the action? Attend the Cycling Center's World Series of Bicycling races in 2009. For more information, call 610-395-7000 or visit [valleypreferredcycling.com](http://valleypreferredcycling.com).



## Protecting Physicians from Lawsuits

Addressed by Founder of Doctor's Advocate at June GLVIPA Membership Meeting

Keeping physicians in the exam room and out of the courtroom is the mission of Doctor's Advocate, a prepaid legal fee program to combat malpractice lawsuits and protect doctors who are being sued. The organization was founded by **Elliot Menkowitz, MD**, a Pennsylvania orthopedic surgeon who also serves as Medical Director of Doctor's Advocate.

In a spirited presentation to the general membership of the Greater Lehigh Valley Independent Practice Association (GLVIPA) on June 23, Dr. Menkowitz detailed why it is vital for Pennsylvania physicians to have an organization dedicated to protecting them from medical malpractice lawsuits. In the course of his presentation he delivered numerous facts supporting his contention that the malpractice lawsuit abuse crisis is far from over, despite claims to the contrary from the Pennsylvania Trial Lawyers Association. Among these facts were the following:

- During the 5-year span from 2002 to 2007, approximately one-third to half of all Pennsylvania physicians were sued.
- During this span, an estimated 9,000 cases were reviewed by the Medical Board. (Approximately 60% of the cases submitted for review.) Of these, less than 200 (about 2%) were deemed to have any merit at all.

The steady decline of access to care is one result of Pennsylvania's legal environment, Menkowitz purported, noting that Chester County has lost all emergency neurosurgical care and northeast Philadelphia has lost all maternity units.

The likelihood of being sued has created a medical crisis in Pennsylvania. While the Commonwealth's five medical schools remain a leading source for new physicians, less than 8% of medical students remain in the state and only 4% of specialty-trained physicians opt to practice here.

Dr. Menkowitz pointed out the mistaken notion that Pennsylvania is served by 36,000 physicians. He noted that the Commonwealth's fine universities are leading educators of physicians on a national scale, and that everyone who trains in Pennsylvania receives a state license...which is where the 36,000 figure comes from. But far fewer actually stay to practice here. A more accurate number would be around 25,000, and even that is rapidly eroding due to the flight to less litigious states and the looming loss of doctors because of retirements. By 2010 it is projected that 10,000 Pennsylvania physicians will retire. Dr. Menkowitz poignantly noted that of the 127 physicians in the GLVIPA audience that evening, only three were under the age of 35.

Bruce Ellweig, MD, Chair of the Board of Trustees for the GLVIPA, deemed the evening's attendance "excellent" and "a clear indication of how critical this issue is to the future of health care in Pennsylvania."

Doctor's Advocate is a not-for-profit organization with a team of professionals from the medical, legal, education and managed care arenas. This legal team has built a strong track record of protecting physicians from financial and career damage caused by lawsuits.

For more facts on Doctor's Advocate, visit [doctorsadvocate.org](http://doctorsadvocate.org) or contact Joe Candio, Jr. at 610-969-0237. 📌

## Preferred Vendor Program UPDATE

Visit our complete list of Preferred Vendors online at [valleypreferred.com](http://valleypreferred.com)

**NEW DOCTOR'S ADVOCATE** – Your practice can now treat patients without the worries of becoming victim of medical malpractice lawsuits. Doctor's Advocate, a physician-founded service protects health care professionals from medical malpractice lawsuits. Doctor's Advocate functions differently from traditional malpractice insurance coverage, in that their legal team aggressively works to get physicians dropped from malpractice lawsuits, rather than accept out-of-court settlements. This practice can save physicians tens of thousands of dollars in malpractice rate increases and out-of-pocket costs. For more information, please contact Ken Kilpatrick at 610-547-3713.

**NEW SHADE TREE LAWN AND LANDSCAPE** – Do you need a lawn service? Are you looking to put in a paver patio? Maybe you just want to have someone set up for snow removal in the winter? ShadeTree Lawn and Landscape can help. Contact Bradley Wilsker at 484-951-5830 for your FREE estimate today.

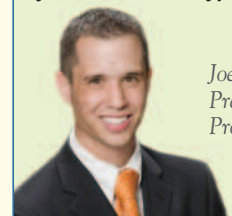
Please mention Valley Preferred when making an inquiry regarding Preferred Vendor Program pricing and discounts. For more information, call Joe Candio, Jr., Account Executive, Preferred Vendor Program, at 610-969-0237 or e-mail [joe.candio@valleypreferred.com](mailto:joe.candio@valleypreferred.com).

### 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 him at 610-969-0237 or e-mail

[joe.candio@valleypreferred.com](mailto:joe.candio@valleypreferred.com).

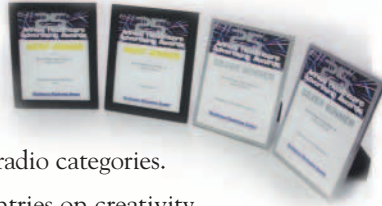


Joe Candio, Jr.,  
Preferred Vendor  
Program

## VALLEY PREFERRED Award Winner in Nation's Largest Health Care Marketing Competition

Valley Preferred and its ad agency, Keenan-Nagle Advertising, have been named winners of four awards in the 25th Annual Healthcare Advertising Awards, sponsored by Healthcare Marketing Report of Atlanta, GA. The competition attracted a record number of over 4,400 entries, making it the largest advertising awards program in the health care industry.

We won Silver Awards in two categories — magazine advertising and newspaper advertising — and Merit Awards in annual report and radio categories.



A national panel of judges graded entries on creativity, quality, message effectiveness, and overall impact. ✔

## ABOUT OUR STAFF



**Amanda Greene, CHES**  
*Health Educator*

Amanda Greene, CHES has been appointed Health Educator. She will be responsible for planning, implementing, monitoring and evaluating programs designed to encourage healthy lifestyles and environments for Valley Preferred clients and their employees through BeneFIT, Valley Preferred's custom suite of health and wellness programs.

Amanda holds a Bachelor's degree in Community Health from William Paterson University of New Jersey and is a Certified Health Education Specialist (CHES).

**Denise Woodworth**  
*Sales and Marketing Data Analyst*

Denise Woodworth has joined Valley Preferred as Sales and Marketing Data Analyst. Her duties include business process redesign, membership reporting, software systems support, and working with third party administrators. She also functions as the organization's system administrator for Salesforce.com, a Customer Relationship Management system.

Denise has several years of experience with data management and information systems, and has served as project leader overseeing Special Projects for a health, education, and research organization.

Denise obtained her Bachelor's degree in Economics from State University College in Potsdam, NY and a Master's in Health Care Administration from Temple University.



## Valley Preferred Celebrates 15 Years of Excellence

A decade-and-a-half ago, Valley Preferred was a new name on the health care scene, with just two employees and some bold solutions for managing health care costs through the promotion of health education and wellness. And while we have grown to over 40 professionals providing our unique style of service to many of the most prominent names in Lehigh Valley business, our commitment to *Care Beyond the Coverage* remains as true as it was at the outset of this journey. Many thanks to our Member Physicians, Hospital Partners, Clients, Brokers, Payer Partners, Staff, and Community for making this milestone possible. ✔

## Corporate Health & Wellness Has a Fresh, New Look:

**BeneFIT**<sup>SM</sup>

The rapid growth of Valley Preferred's corporate health enhancement programs necessitated the consolidation of our expanding suite of services under one highly identifiable brand. The name **BeneFIT** and the logo (shown above) were created to enhance the name with a graphic allusion to healthy lifestyles. When it comes to corporate health and wellness, **BeneFIT** simply says it all. Visit [valleypreferred.com](http://valleypreferred.com) for more information. ✔



**New Valley Preferred PHYSICIAN MEMBERS**

*Family Practice*  
Raji Srinivasan, MD

*General Surgery*  
John V. Young, MD

*Hematology & Oncology*  
Yacoub Faroun, MD

*Infectious Disease*  
Emily L. Wong, MD

*Internal Medicine*  
Manjeera Cherukuri, MD

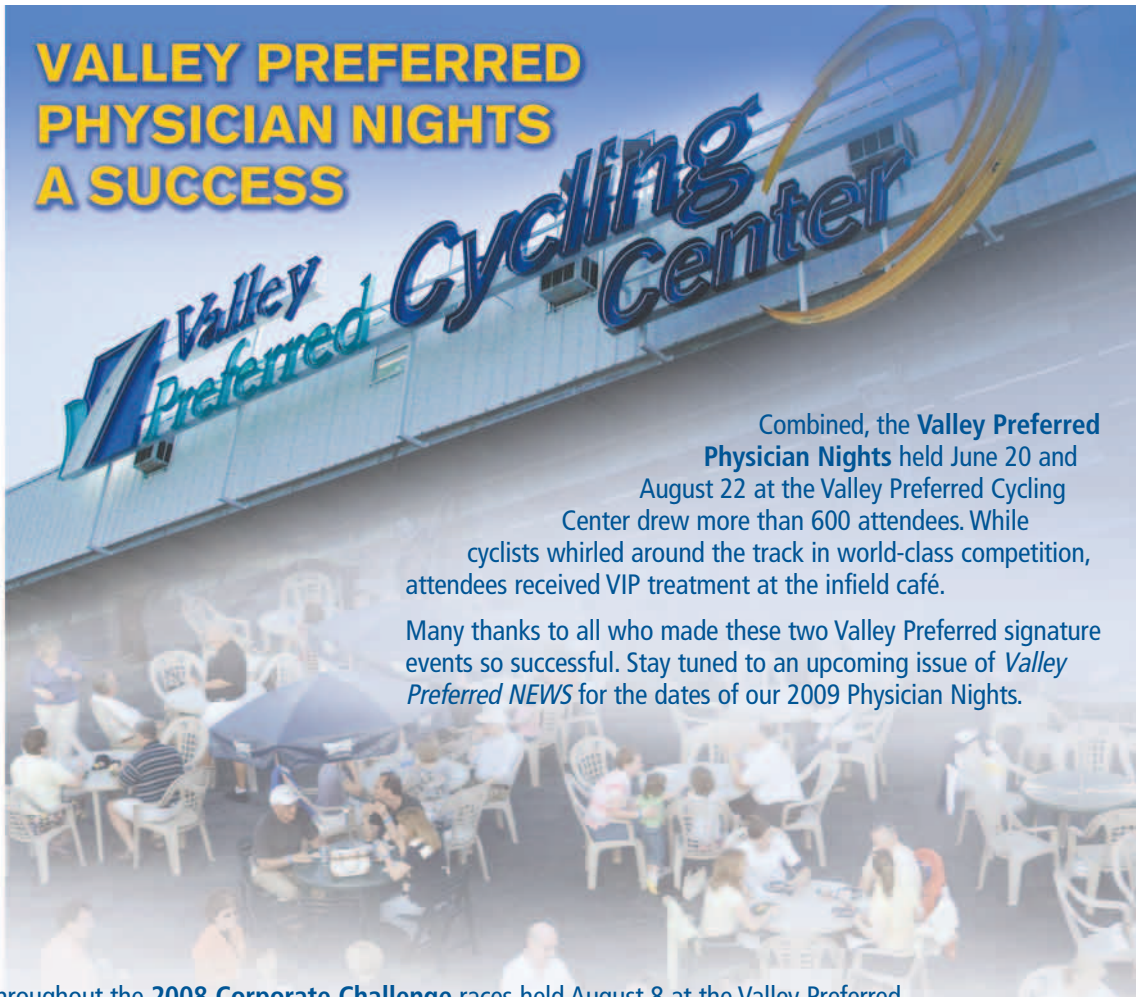
*Maternal – Fetal Medicine*  
William E. Scorza, MD  
John C. Smulian, MD

*Oral & Maxillofacial Surgery*  
Gregory W. Dimmich, DMD  
Victor Ehrens, DMD  
Eugene F. Roginsky, Jr., MD

*Pathology*  
Victoria L. Russin, MD

*Pediatrics*  
Kristin M. Baranko, MD  
Charles F. Kelley, Jr., MD  
Frank H. King, Jr., MD  
Liborio LaRussa, MD  
Adriane H. Lioudis, MD  
Kris A. Rooney, MD  
Nicole F. Rosenthal, DO

**VALLEY PREFERRED PHYSICIAN NIGHTS A SUCCESS**



Combined, the Valley Preferred Physician Nights held June 20 and August 22 at the Valley Preferred Cycling Center drew more than 600 attendees. While cyclists whirled around the track in world-class competition, attendees received VIP treatment at the infield café.

Many thanks to all who made these two Valley Preferred signature events so successful. Stay tuned to an upcoming issue of Valley Preferred NEWS for the dates of our 2009 Physician Nights.

It was wheel-to-wheel combat throughout the 2008 Corporate Challenge races held August 8 at the Valley Preferred Cycling Center. Heating up the track in the thick of the competition were three cycling teams proudly bearing Valley Preferred's name and drive to excellence—Valley Preferred "Ahead of the Curve," Valley Preferred "Invisible Fire" and Valley Preferred "Shake n' Bake." These teams competed in the Italian Pursuit, with overall 16 corporate teams participating. The "Ahead of the Curve" team won fifth place. A few Valley Preferred riders also competed in the women's and men's scratch races. August 8 proved to be another great night with a large fan base.



L-R front row: Kim Procaccino, Pam Maurer, Dr. John Harrison, Schelly Snyder, Dr. Susan Krieg, Kristen Buchman, Julie Antidormi, Ben Steward  
L-R second row: Dr. Wayne Dubov, Luis Puentes, Angelo Procaccino, Gary Riddell, Dr. Eric Wilson, Scott Butler, Ken Rachwal, Dr. Marc Vengrove, Dr. John Jaffe, Dr. Bruce Nicholson, Steve Lehman, Sallie Urffer  
Additional team members (not in photo): Dr. Richard Boorse, Dr. David Milia, Dr. Juhan Paiste



Above: Ahead of the Curve team won fifth place in the Italian Pursuit race.



Left: Dr. Richard Boorse, Valley Preferred Corporate Challenge Team Captain

## Valley Preferred's Carol Michaels Presents to Health Educators at National Conference

The Society for Public Health Education (SOPHE) recently featured Valley Preferred Health Educator Carol Michaels, MPH, CHES, at its Midyear Scientific Conference in Chicago. Her presentation, titled "How a Regional Pennsylvania PPO Network Applies Worksite Health Education Practice to Diverse Business Populations," was enthusiastically received by the audience of elite health educators and researchers.



Carol Michaels,  
MPH, CHES

A pivotal point made in the lecture was how Valley Preferred's two Certified Health Educators (Carol and her colleague Amanda Greene, CHES) effectively collaborate with the clinical teams, applying health behavior science to the art and practice of worksite health promotion.

Carol's presentation marks the latest example of a Valley Preferred specialist being invited to share aspects of our proprietary methodologies and "Care Beyond the Coverage" with fellow practitioners from throughout the nation. 🚩



## 2008 Keystone Health Conference Features Valley Preferred Experts

Health and wellness professionals from throughout the Commonwealth converged at Lebanon Valley College, Annville, PA, on June 19 for the 2008 Keystone Health Promotion Conference. Among the featured presenters were Valley Preferred's Medical Director, Jack Lenhart, MD, and Health Educator, Carol Michaels, MPH, CHES. The duo delivered a lecture and workshop titled "Planning a Course to Promote Health in the Workplace."

Key points addressed by the Valley Preferred specialists were identifying the organization's readiness for a new culture of wellness, resource assessment, targeting areas for health quality improvement, a 90-day launch plan timetable and maximizing program resources through payer relationships.

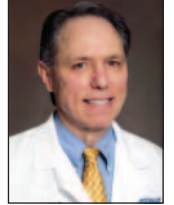
The annual conference is conducted by the Pennsylvania State Association for Health, Physical Education, Recreation and Dance, Inc. 🚩

### Event / Sponsorship HIGHLIGHTS

- ◆ June 1 – **Concours d'Elegance**
- ◆ June 20-25 – **Wildlands Conservancy** Lehigh River Sojourn
- ◆ August 13-16 – **Lehigh Valley Hospital** Muhlenberg Summer Festival
- ◆ September 13 – **Lehigh Valley Hospital** Nite Lites
- ◆ September 14 – **American Heart Association** Lehigh Valley Heart Walk
- ◆ September 16 – **Valley Preferred Spirit of Courage Award Celebration**
- ◆ September 27-28 – **Team Tania** Bike MS City to Shore Tour
- ◆ October 10 – **American Heart Association** Heart and Stroke Gala
- ◆ October 18 – **Women's 5K Classic**
- ◆ November 7 – **American Lung Association** Masquerade

## Fourth Radio Appearance on Par for Valley Preferred's John Jaffe, MD

Stay tuned for the next radio broadcast by Valley Preferred's Executive Medical Director, John Jaffe, MD. He hits the airwaves again with local golf professional, Jim Muschlitz, on Golf Talk, airing September 21 from 5 p.m. to 6 p.m. on the Lehigh Valley's two ESPN radio affiliates: 1230 AM ESPN WEEEX and 1320 AM ESPN WTKZ.



John Jaffe, MD

Dr. Jaffe will address the topic of "Pre-Round Preparation with a Focus on Winning Nutrition." He has been the featured guest on three previous shows during the 2008 golf season: April 27 ("Fitness Training for Golf"), June 8 ("Personal Health Safety on the Golf Course") and July 13 ("Golf and Your Health"). 🚩

## Third Annual Valley Preferred Spirit of Courage Award Celebration Coming Up Fast on September 16

### Your Chance to Thank Our Community's Everyday Heroes

Join the Lehigh Valley's leading annual tribute to the bravery of heroic local men and women at the 2008 Valley Preferred Spirit of Courage Award Celebration.

Slated for Tuesday, September 16, this will be the third presentation of the event which benefits the work of the Burn Prevention Foundation and the Lehigh Valley Hospital Regional Burn Center and Burn Recovery. Last year's Valley Preferred Spirit of Courage Award Celebration drew nearly 500 — more than 20% over the 2006 version. And the 2008 presentation promises to be the most impressive of all.

Join us in thanking our community's heroes in an emotional, unforgettable evening held at Lehigh Valley Hospital's

Muhlenberg Campus. To reserve your place at the Third Annual Valley Preferred Spirit of Courage Award Celebration, please call 610-969-3930.

Reservations are \$25 per person. 🚩



# Preferred EAP

When you need to talk... there's someone to listen.

## Seminars

### 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.

- Creating a Culture of Respect in the Workplace**  
 Tuesday, September 30, 9-11 a.m.  
 (2166 S. 12th Street, First Floor Conference Room, Allentown)
- Let's Talk About Anger Management**  
 Tuesday, October 14, 9-11 a.m.  
 (Lehigh Valley Hospital—Muhlenberg, First Floor Conference Room, Bethlehem)
- Managing Emotions Under Pressure**  
 Tuesday, October 21, 9-11 a.m. **NEW**  
 (Lehigh Valley Hospital—Cedar Crest, Kasych Pavilion, Education Conference Center-10, 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.

# LVPHO

Lehigh Valley  
Physician Hospital Organization, Inc.

610-969-0480

610-969-0485

Visit [valleypreferred.com](http://valleypreferred.com)  
[preferreddeap.org](http://preferreddeap.org)  
[spectrumadministrators.com](http://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

## PROVIDER RELATIONS NEWS

### GEISINGER HEALTH PLAN Orientations Planned

#### MARK YOUR CALENDAR

- Thursday, September 18, 9:00 a.m.  
(Lehigh Valley Hospital—Muhlenberg, Banko Family Community Center, Classrooms 1 and 2)
- Thursday, September 18, 2:00 p.m.  
(Lehigh Valley Hospital—Cedar Crest, Auditorium)

To register, call Provider Relations at 610-969-0090 or fax the registration to 610-969-0439.

## Valley Preferred MEMBERSHIP

As of July 31, 2008, Valley Preferred was serving 8,362 clients and providing care for 207,117 members. We welcome our new Valley Preferred clients.

**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](mailto:tina.werkheiser@valleypreferred.com), call 610-969-0381, or fax 610-969-0439.



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