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Care Beyond the Coverage.

Winter 2008

### Preferred Health Management corner

Lehigh Valley Physician Hospital Organization, Inc.


## Physicians Reaching into Corporate Community with New Speakers Bureau

Jack Lenhart, MD, Medical Director of Valley Preferred and participant in the Valley Preferred Speakers Bureau, recently spoke with first responders at Olympus America, providing diabetes education. Employees learned to recognize diabetic shock symptoms, treatment methods, and prevention, which is necessary for their role as early responder team members.



Jack Lenhart, MD speaks with Olympus first responders

Many other Valley Preferred physicians also participate in providing educational sessions to Valley Preferred clients on topics such as Asthma, Cholesterol, Congestive Heart Failure, Diabetes Mellitus, General Medicine, High-Risk Pregnancy, Heart Health for Women, Hyperlipidemia, Hypertension, Nutrition and Healthy Lifestyles, Osteoporosis, Stress Management, Tobacco Cessation, Vascular Disease and Workplace Violence.

If you are interested in sharing your clinical experience with audiences in the medical and business community, please contact Valley Preferred's Health Educator at 610-969-0071. 

### What is Preferred Health Management?

It's a physician-driven, comprehensive healthcare management department providing:

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

## Emotions, Attendance Run High at 2007 Valley Preferred Spirit of Courage Awards Event

The heroism of ordinary local people who performed extraordinary feats of bravery to save lives was showcased to an emotional crowd of nearly 500 at the Second Annual Valley Preferred Spirit of Courage Awards Celebration held Tuesday, October 2 at Lehigh Valley Hospital's Muhlenberg Campus.

The event was sponsored by Valley Preferred and conducted by the Burn Prevention Foundation and Lehigh Valley Hospital Regional Burn Center and Burn Recovery. As a major contributor of the Burn Prevention Foundation's educational efforts for over 14 years, Valley Preferred sees the celebration as another way to bolster mutual goals. "A primary mission of Valley Preferred is to promote health and wellness throughout the communities we serve," said Gregory Kile, Executive Director and CEO of Valley Preferred. "The work of the Burn Prevention Foundation has



always been consistent with this mission. We're proud to do our part to honor those who have done an outstanding job of preserving health through acts of heroism and promoting fire safety and burn prevention education."

Masters of ceremonies were: Gregory Kile, Executive Director and CEO, Valley Preferred; Daniel Dillard, Executive Director, Burn Prevention Foundation; and Daniel Lozano, MD, Medical Director, Lehigh Valley Hospital Regional Burn Center and Burn Recovery.

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From all of us at Valley Preferred,

*Have a Safe and Healthy Holiday Season*



### New Meetings

- **GLVIPA Annual Membership**  
Monday, Jan. 28, 2008, 6 p.m.  
Auditorium (Cedar Crest & I-78)  
*(Teleconference available at LVH-Muhlenberg/Education Conference Center-C)*
- **GLVIPA Membership**  
Tuesday, March 25, 6 p.m.  
Auditorium (Cedar Crest & I-78)  
*(Teleconference available at LVH-Muhlenberg/Education Conference Center-C)*
- **GLVIPA Board**  
Thursday, February 28, 7 a.m.  
Thursday, April 17, 7 a.m.  
Kasych ECC #6  
(Cedar Crest & I-78)
- **LPHO Board**  
Tuesday, February 12, 7 a.m.  
Tuesday, April 8, 7 a.m.  
Board Room (Cedar Crest & I-78)

## Spirit of Courage

(Continued from Page 1)

Recognition of the Valley Preferred Spirit of Courage Awards was provided to eight individuals, including firefighters, construction workers and everyday citizens for their bravery in preventing death or injury by fire. Other awards presented — The Phoenix Award, provided to a person who possesses resiliency and endurance to overcome serious hardship caused by burn, and Partners in Prevention Award (new for 2007) for promoting burn safety through education and community activism.

Lozano was also honored with the John C. Thirion Award for his efforts resulting in the expansion of the Burn Prevention Foundation's program.

Next year's event will be held on September 16, 2008. 

### *∞ A Very Special Thank You ∞*

*...to the sponsors who helped to make the second Valley Preferred Spirit of Courage Award ceremony such a tremendous success! Proceeds benefit the Burn Prevention Foundation and Lehigh Valley Regional Burn Center and Burn Recovery.*

#### — Sponsors —

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HealthAmerica and HealthAssurance	
Johnson & Johnson Wound Management	
Keenan-Nagle Advertising, Inc.	
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Liberty Property Trust	
Dr. Daniel & Rochelle Lozano	
North Star Construction Management, Inc.	



## 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.

#### Where to Step In (for Managers and Supervisors Only)

Tuesday, March 4, 2008, 9-11 a.m.

#### Dealing with Conflict in the Workplace

Thursday, March 20, 2008, 9-11 a.m.

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.

## New Valley Preferred PHYSICIAN MEMBERS

### Anesthesiology

Jeffrey L. Drobil, DO  
Larry I. Kim, MD  
Rafael E. Martinez, MD  
Michael Mylnarsky, MD  
Cindy Wan, MD

### Cardiology

James A. Burke, MD  
Ibrahim A. Elgabry, MD  
Ronald S. Freudenberger, MD  
Sean K. George, DO  
Joan E. Homan, MD  
James P. Hummel, MD  
Shehzad M. Malik, MD  
Arthur H. Meltzer, MD  
Matthew M. Schumaecker, MD

### Dermatology

Joshua M. Levin, MD  
Aradhna Saxena, MD

### Emergency Medicine

Stephanie L. Goren-Garcia, DO  
Gregg E. Hellwig, MD  
Jeffrey M. Kuklinski, DO  
Brian D. Lovett, MD  
Frank B. Moyes, DO  
Joseph D. Sexton, MD  
Ernest M. Sully, DO

### Endocrinology

Ya-Yu Lee, MD

### Family Practice

Steven R. Blasi, DO  
Kathalina A. Corpus, MD  
Michelle K. Dilks, DO  
Kevin A. McNeill, MD  
Michelle E. Nashleanas, MD  
Victorino A. Sandoval, Jr., MD  
Rita Sharma, MD  
Ryan T. Smith, DO  
Nicole R. Sully, DO

### Hematology & Oncology

William S. Scialla, DO

### Infectious Disease

Deepti Verma, MD

### Internal Medicine

Imran Ahmed, MD  
Lisa E. Ceraolo, MD  
Craig M. Chuhran, MD  
Yasser Khalil, MD  
Nina Khan, MD  
Rena M. Lambert, DO  
Jennifer L. Mariotti, DO  
Hiralal N. Rana, MD  
Amit B. Sohagia, MD  
Uzma Z. Vaince, MD  
Fortunata Verdeti, MD

### Neonatology

Ophira Silbert, MD  
Erika M. Yench, MD

### Neurology

Soraya E. Jimenez, MD  
Clarissa J. Liew, MD

### Neurosurgery

Stephen S. Campbell, MD

### Obstetrics & Gynecology

Guillermo A. De La Vega, MD  
Timothy M. Pellini, MD  
Anasuya Somasundaram, MD  
Folusho A. Tugbiyele, MD

### Orthopaedic Surgery

Kevin K. Anbari, MD  
Amir H. Fayyazi, MD  
Scott T. Sauer, MD  
Scott E. Sexton, MD  
Christopher F. Wagener, MD

### Pediatric Neurology

Boosara Ratanawongsa, MD

### Pediatrics

Amy A. Jibilian, MD

### Podiatry

Dusty R. Haverly, DPM  
John J. Stapleton, MD

### Psychiatry

Brian P. Mika, DPM  
Muhamad A. Rifai, MD

### Pulmonary Medicine

Vanessa A. Ribaldo Kaufman, MD

### Radiology

John D. Fiss, MD  
Nancy Roman, MD

### Rheumatology

Kristin M. Ingraham, DO  
Marie S. O'Brien, DO

## Lehigh Valley Velodrome Rechristened as Valley Preferred Cycling Center

In its ongoing efforts to deliver world-class cycling and improve community education and racing programs, the non-profit management company of the Lehigh Valley Velodrome, Velodrome Fund, Inc., agreed to commit the naming rights of its internationally-known track cycling venue to Valley Preferred.

With the 5-year agreement came a new name and logo for the 31-year-old Trexlertown cycling mecca; now known as the Valley Preferred Cycling Center.

Erin Hartwell, President and CEO, Velodrome Fund, Inc., made the official announcement of the new partnership with Valley Preferred amid much fanfare and a special night at the races for Valley Preferred physicians and guests on August 10th.



Hartwell was accompanied at the podium by Gregory Kile, Executive Director and CEO of Valley Preferred; Don Cunningham, Lehigh County Executive; Marty Nothstein, Executive Vice President of Velodrome Fund, Inc. and numerous dignitaries.

“We’re proud to announce this newest plateau in our partnership and rechristen the Velodrome as the Valley Preferred Cycling Center,” Kile said. “Two very focused teams of successful professionals are now united in the pursuit of exciting,

educational outreach programs and activities aimed squarely at enhancing the health, the national prestige and the future of our Lehigh Valley community.”



Valley Preferred's Gregory Kile addresses the crowd at the naming ceremony for the Valley Preferred Cycling Center. The new logo is shown above.

## Preferred Vendor Program UPDATE

Check out our complete list of Preferred Vendors on-line at [valleypreferred.com](http://valleypreferred.com)

- ◆ *Want to reduce your losses from bad debt?*  
**APEX ASSET MANAGEMENT**, through its affiliation with Holloway Credit Solutions, can assist. They have become the area's leading provider of receivables management services. For more information, contact Bryan Burkholder at 888-592-2146.
- ◆ *Looking for more space and storage for all those patient charts?*  
Check out the state of the art storage systems offered by **DSSI/SPACESAVER SYSTEMS**. DSSI offers a free, no obligation evaluation of your facility in the areas of office industrial space utilization, filing and records management, medical casework and industrial storage applications. For more information, please contact Linda Baker at 215-350-7102.
- ◆ *Moving office locations or your personal place of residence?*  
**O'BRIEN'S MOVING AND STORAGE** can easily assist with the wrapping of upholstered furniture and offer the lowest box pricing in the area. Plus, they have six certified moving consultants to assist with your move. To take advantage of this member benefit and make your move as easy as possible, please contact Josh Barnhart at 800-424-3866.
- ◆ *Need a creative way to express your feelings?*  
*It's time for you to think outside the basket.*  
**THE ORIGINAL BASKET BOUTIQUE™** of the Lehigh Valley can help. As part of a national franchise network, THE ORIGINAL BASKET BOUTIQUE™ focuses on creating unique, custom business gifts and gourmet food gift baskets that can be branded with your practice or company's name and logo. For more information, contact Christine McNeill at 610-769-5644.

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

While new to Valley Preferred, my experience working with patients, physicians and community members of Lehigh Valley Hospital and Health Network has given me the necessary means to provide the best preferred vendor services possible to physicians and their practices.

—Joseph A. Candio, Jr., Account Executive, Preferred Vendor Program

### Provider Relations News

- In November, Valley Preferred Provider Relations hosted **Aetna Health, Inc.** orientations at Lehigh Valley Hospital's Cedar Crest and Muhlenberg Campuses to provide physicians and practice staff with information on Aetna benefit products and government programs. Several vendors from Valley Preferred's Preferred Vendor Program were also present to discuss discounted services.
- **Reminder:** Effective May 23, 2007, **NPI numbers** were required on all electronic claim forms. This number replaces each physician's current provider number. If you have not submitted your NPI number to Valley Preferred's Provider Relations Department, please do so immediately by faxing 610-969-0439.

## New Payers Join Valley Preferred

- Valley Preferred is pleased to announce its new payer partnership with **AETNA HEALTH, INC.**, effective December 1, 2007. Aetna plan members will have access to participating Lehigh Valley Physician Hospital Organization/Valley Preferred physicians, and Lehigh Valley Hospital and Health Network hospitals at Cedar Crest, Muhlenberg and 17th Street.
- Effective June 1, 2007, **MENNONITE MUTUAL AID ASSOCIATION** became a payer with Valley Preferred through an arrangement with Devon Health Services. This relationship provides self-funded and fully-insured options and access to the combined networks of Valley Preferred and Devon Health Services.
- **NIPPON LIFE INSURANCE COMPANY OF AMERICA**, through our affiliation with MAMCO (Mid-Atlantic Managed Care Organization of Pennsylvania, Inc.), joined Valley Preferred effective January 1, 2007. They offer Valley Preferred members access to its fully-insured group product and access to the Valley Preferred provider network.



**Joseph A. Candio, Jr.**  
*Account Executive, Preferred Vendor Program*

Joseph Candio, Jr. has been appointed as Account Executive of Valley Preferred.

He will be responsible for the marketing and promotion of Valley Preferred's

Preferred Vendor Program, a value-add program exclusive to Valley Preferred physicians and hospitals.

Previously, Joe was a marketing and public affairs specialist at Lehigh Valley Hospital and Health Network providing marketing relations services and corporate communications.

A Macungie resident, he graduated from Lebanon Valley College with a Bachelor of Arts degree in English Communications.

**Sharon Labelle**  
*Account Executive, Valley Preferred*

Valley Preferred is pleased to announce the addition of Sharon Labelle to Valley Preferred's sales and marketing team as Account Executive. An experienced human resources and employee benefits professional, Sharon is a Lehigh University graduate and holds credentials as a Registered Health Underwriter and a Registered Employee Benefits Consultant. She is also an active member of the Health Care Committee of the Greater Lehigh Valley Chamber of Commerce. Sharon is responsible for the sales and service of the large group and self-insured market in Valley Preferred's 11-county service area, and for establishing relationships with third party administrators and providing support to brokers.



## About Our Staff

**Christina Lewis, RN, BSN, MPH**  
*Administrator, Preferred Health Management*



Christina Lewis recently joined Valley Preferred as Administrator of Preferred Health Management. She is responsible for the overall management of Preferred Health Management, including budget planning, business development, clinical integration activities, and operations of disease management, utilization management, quality improvement/quality assurance and case management.

Previously, she was Administrative Director of Lehigh Valley Hospital's Department of Emergency Medicine. She has extensive management experience and proven operational skills providing oversight to capital and revenue budgets.

Christina is board certified in Healthcare Administration and has presented and published nationally.



**Carol Michaels, MPH, CHES**  
*Health Educator, Valley Preferred*

Carol Michaels recently co-authored a research paper entitled, "**Factors Associated with Recruitment and Retention of Youth into Smoking Cessation Intervention Studies — A Review of the Literature.**" The paper was published in *Health Education Research Advance Access* on September 19, 2007 and examines factors associated with high levels of recruitment and retention of youth into smoking cessation interventions. Findings indicate that youth who smoke less cigarettes per day had higher recruitment rates, but youth who smoke more packs per day were more likely to be retained. Additional analyses and research need to be conducted to identify successful methods.

**Kerry Snyder**  
*Manager, Information Technology, LVPHO*



Kerry Snyder was recently promoted to Manager, Information Technology of the Lehigh Valley Physician Hospital Organization. He is responsible for the management, development and support of information systems for the LVPHO, which includes Valley Preferred, Preferred Health Management, Managed Care and Provider Relations. He also provides technical leadership to assist staff in solving complex business processes and improving operational workflows.

Previously, he was an Applications Specialist with the LVPHO. With more than 20 years IT/engineering, Kerry holds Master-level degrees in Manufacturing Systems Engineering from Lehigh University, and Computer and Information Science from Kutztown University.

## EVENT / SPONSORSHIP HIGHLIGHTS

### American Lung Association



(L-R) Tina Werkheiser, Laura Mertz, Carol Lenhart and Jack Lenhart, MD

Serving as Grande Masque Sponsor of this year's American Lung Association Masquerade Gala held November 2, Valley Preferred assisted the ALA with raising funds to help prevent lung disease and promote lung health. Laura Mertz, General Manager of Valley Preferred, served as the Masquerade Event Chair and Tina Werkheiser, Coordinator of Sales and Marketing at Valley Preferred, was Publicity Chair. A Mission Award was presented at the event to Gregory Kile, Executive Director and CEO of Valley Preferred, for Valley Preferred's partnership with the ALA in asthma education.

### Valley Preferred Exhibits at Lehigh Valley

#### Business Coalition on Health Care's Annual Meeting



October 18th marked the Lehigh Valley Business Coalition on Health Care's 27th Annual Meeting which featured a panel discussion on Value-Based Purchasing and the Quality Paradigm. A partner with the LVBCHC, Valley Preferred participated at the event with a health education exhibit and body fat screening.

### Team Tania

Valley Preferred sponsored Team Tania in its ninth year of participation in the MS150 City-to-Shore Bike Tour. To raise funds for the National Multiple Sclerosis Society, Team Tania pedaled 150 miles from Cherry Hill, NJ to Ocean City, NJ and back on September 29 & 30 with its 326 member team, a 31% increase in riders from the 2006 team. The team was formed in honor of Tania Kincaid, a friend of Valley Preferred staff who was diagnosed with MS. The team raised more than \$190,000.



Team Tania members: Patrick and Tania Kincaid

### Valley Preferred Corporate Challenge Team



This year, due to increased interest by Valley Preferred physicians and associated members, Valley Preferred's Corporate Challenge team doubled in size to compete in the annual Corporate Challenge at the Valley Preferred Cycling Center, Trexlertown.

(L-R) Kim Procaccino, Gary Riddell, Wayne Dubov, MD, Anthony Procaccino, Regina Chesney, David Milia, MD, Sallie Urffer, Eric Wilson, MD, Kenneth Mead, Marc Vengrove, MD, Richard Boorse, MD, Steve Lehman (instructor), Julie Antidormi, Pamela Maurer and Patrick Kincaid

### Weller Health Education Center

Valley Preferred sponsored the Weller Health Education Center's *Outstanding Friend to Kids* award ceremony held October 5 to help provide support for preventive health education for children in the Lehigh Valley.

### Wildlands Conservancy

November 16 marked the Wildlands Conservancy 26th Annual Dinner Auction of which Valley Preferred participated as a sponsor. Funds raised assist in preserving, protecting and restoring the land, water, ecological and recreational resources of the Lehigh Valley and the Lehigh River Valley.




### Jack Lenhart, MD Presents P4P at Medical Forum

Jack Lenhart, MD, Valley Preferred Medical Director, recently attended the annual America's Health Insurance Plan's (AHIP) Medical Leadership Forum in Phoenix, AZ where he provided a poster presentation on Pay-for-Performance entitled, "Beyond P4P: Why Valley Preferred's Pay-for-Performance Model Has Proven Successful for Over 10 Years." Attendee response indicated a high degree of interest in partnering with provider groups to improve quality and efficiency in the marketplace.

Elements of the presentation included how the Valley Preferred P4P system works and what results were achieved.

In addition to the many poster presentations provided, the Forum addressed key topics by nationally recognized leaders ranging from comparative effectiveness and pay-for-performance, to wellness and prevention, and health disparities. The conference was well-attended by medical directors and clinical leadership throughout the United States.

A main presentation of the conference was provided by Paul Ginsburg, PhD, President of the Center for Studying Health System Change regarding health system payment reform. Another main presentation was provided by Samuel Nussbaum, MD, Executive Vice President and Chief Medical Officer of WellPoint, Inc., who spoke about advancing evidence-based medicine by pay-for-performance and health information technology. 

## Electronic Claims Services

Claims submitted electronically may be filed faster, more efficiently, and more cost-effectively than paper claims.

Electronic submission of claims may be sent to Spectrum Administrators via the major clearinghouses, such as EMDEON, NDC e-Premise, ProxyMed and others. Spectrum's Payer ID's may be used to submit clearinghouse claims electronically for: Choice Plus Members, Valley Preferred members and any claims currently sent to Spectrum on paper. Spectrum's EMDEON EDI number is 23253.

Spectrum has upgraded to a new Internet provider portal, WebSAI, which provides expanded and improved on-line claims information services. This portal can be used to view claims status for all claims submitted to Spectrum for adjudication or repricing. Eligibility for Choice Plus and other Spectrum self-insured members can be checked on-line at WebSAI. For patients who access the Valley Preferred Network, providers will be able to review the status of claims submitted to Spectrum Administrators for repricing. Please visit [SpectrumTPA.com](http://SpectrumTPA.com) and go to the Provider page for access to WebSAI, and to establish your personal user ID and password.

*Questions regarding electronic claims services should be directed to Spectrum Administrators' Customer Service Department at 800-925-8459.*

**LVPHO**  
Lehigh Valley  
Physician Hospital Organization, Inc.

610-969-0480  
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Visit  
[valleypreferred.com](http://valleypreferred.com)  
[prefferedeap.org](http://prefferedeap.org)  
[spectrumadministrators.com](http://spectrumadministrators.com)

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*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*

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Joseph Felix  
*Director of Operations*

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*General Manager, Valley Preferred*

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Executive Director and CEO*

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Kerry Snyder  
*Manager, Information Technology*

New FAQs now available  
at [valleypreferred.com](http://valleypreferred.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.

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