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Winter 2008/2009

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**New Meetings**

- **GLVIPA Membership**  
Tuesday, March 24, 6 p.m.  
Auditorium (Cedar Crest & I-78)  
Teleconference available at LVH-Muhlenberg/ECC-C
- **GLVIPA Board**  
Thursday, February 26, 7 a.m.  
Thursday, April 23, 7 a.m.  
Kasych ECC 10  
(Cedar Crest & I-78)
- **LVPHO Board**  
Tuesday, February 17, 7 a.m.  
Tuesday, April 30, 7 a.m.  
Management Suite Board Room  
(Cedar Crest & I-78)

**Mark Your Calendar**

- **GLVIPA ANNUAL Membership Meeting**  
Monday, January 26, 6 p.m.  
Auditorium (Cedar Crest & I-78)  
Teleconference available at LVH-Muhlenberg/ECC-C

**Valley Preferred's New Clinically Integrated Efforts**



Jack Lenhart, MD  
Medical Director,  
Valley Preferred

We're pleased to announce that two new programs for clinical integration will be introduced in 2009 to exemplify Valley Preferred's Preferred Health Management efforts in preventive wellness and chronic illness management.

**Obesity Disease Management Program**

*Enables overweight and obese patients to better manage their health with active support of a care team that complements the physician's plan of care.*

Valley Preferred's Health Specialists assisting patients are RNs providing personalized patient attention, counseling and ongoing emotional support. They are equipped with specialized tools and training to educate patients on both physical and psychological aspects of weight management while providing the motivation and monitoring necessary to compel positive behavioral changes.

**WHY REFER OBESE PATIENTS TO THIS PROGRAM?**

Obesity is a leading cause of increased medical and employer costs...more so than even smoking or alcoholism. Problems associated with obesity include joint deterioration, diabetes, heart and vascular disease. Reducing obesity is one key to reducing many health risks and associated costs of these related chronic illnesses.

**Pediatric Physician Self Audit**

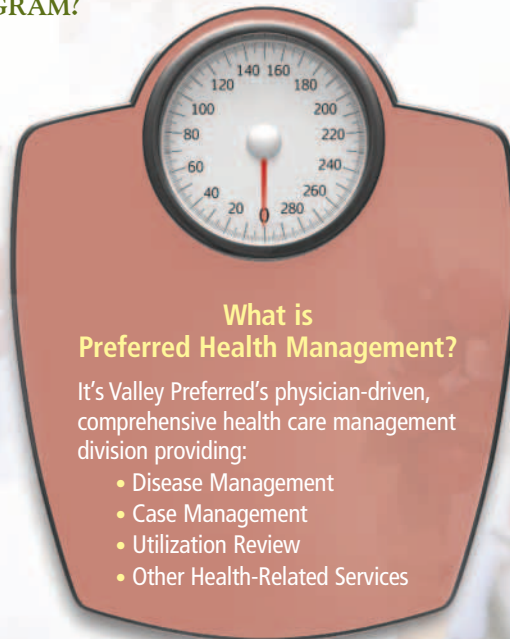
*Provides a means for physicians to evaluate the quality of care for the pediatric population and an opportunity to engage in the self-audit process.*

This program assesses care provided by Pediatricians and Family Physicians for pediatric patients. It was developed as a team effort by the Physician Advisory Committee of the Lehigh Valley Physician Hospital Organization, Greater Lehigh Valley IPA board members and our local primary care physicians.

**WHAT DOES THIS PREVENTIVE WELLNESS PROGRAM INCLUDE?**

- Immunization Status
- Metabolic Syndrome Screening
- Quality and Safety Behaviors

IF YOU ARE INTERESTED in learning more about these new programs, please contact Preferred Health Management at 610-969-0038. ✓




*Have a Healthy and Safe Holiday Season*

## Record Crowd Drawn to 2008 Valley Preferred Spirit of Courage Award Celebration

It was another outpouring of human emotion and community gratitude on September 16 as first responders from throughout eastern Pennsylvania and western New Jersey joined Lehigh Valley's business leaders and government officials under the big tent at Lehigh Valley Health Network's Muhlenberg campus for the third annual Valley Preferred Spirit of Courage Award Celebration.

The 2008 program set a new attendance record of 450, up more than 50% from the inaugural event. The program launched in 2006 to honor those who risked their lives to save others from a burn or death by fire and have done an outstanding job promoting fire safety or burn prevention education. Proceeds from the event support the work of the Burn Prevention Foundation and the Lehigh Valley Health Network Regional Burn Center.

Valley Preferred Executive Director and CEO Gregory Kile served as one of the presenters along with Daniel D. Lozano, MD, Medical Director of the Lehigh Valley Health Network Regional Burn Center, and B. Daniel Dillard, Executive Director of the Burn Prevention Foundation. Ken Matthews, highly recognizable radio personality for 15 years and President of Ken Matthews Media, volunteered his time and talent to serve as Master of Ceremonies for the evening. Pennsylvania's #1 firefighter, State Fire Commissioner Ed Mann served as Honorary Chairman of the program. 



PA State Fire Commissioner Ed Mann confers the posthumous Fallen Hero Award on Captain James Robeson.



Message of hope was provided by burn survivor, Rachael Magner.



(Above) Youngster saved by Valley Preferred Spirit of Courage Awardees from Scranton expresses his thanks.

(Left) Deputy Chief Jamie Hauze of the Nancy Run Fire Department, Bethlehem, accepting the Valley Preferred Spirit of Courage Award. The toddler he saved is shown with his grateful mother.



## Valley Preferred *spirit of* **COURAGE** AWARD CELEBRATION

### ∞ A Very Special Thank You ∞

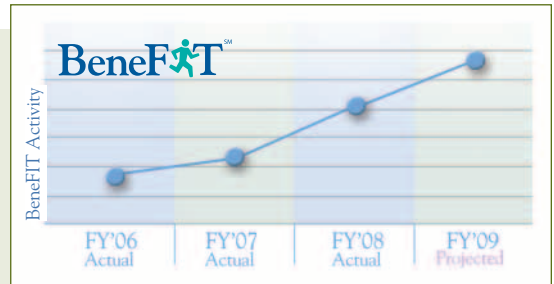
...to the sponsors who helped to make the third Valley Preferred Spirit of Courage Award Celebration such a tremendous success! Proceeds benefit the Burn Prevention Foundation and Lehigh Valley Health Network Regional Burn Center.

#### — Sponsors —

- Adams Outdoor Advertising
- Allentown Brew Works
- CC Inc. Construction Services
- Cetronia Ambulance Corps
- Clover Hill Vineyards & Winery
- Crystal Signatures
- Dr. and Mrs. Daniel Lozano
- DGA Partners
- East Penn Bank
- Fireman's Fund Insurance Company
- Highmark Blue Shield
- Horrocks Fire & Rescue
- Integra Extremity Reconstruction
- Keenan-Nagle Advertising
- Kistler O'Brien Fire Protection
- Lehigh Valley Health Network
- Lehigh Valley Health Network Department of Surgery
- Mike Fink's Greenhouse and Farm Market
- North Star Construction Management
- Post & Schell
- PPL
- Senator Lisa Boscola
- Service Electric Cable TV
- Shellhamer Emergency Equipment
- Smith & Nephew
- Spartan Chassis
- Spectrum Administrators
- Valley Preferred

## Promoting Healthier Lifestyles with BeneFIT

**BeneFIT** is Valley Preferred's suite of custom health and wellness programs. Through **BeneFIT**, employers can offer their employees access to FREE services including corporate health fairs, screenings, health workshops, seminars, and expert speakers, tobacco cessation resources, disease management programs, and online health risk assessments and health calculators. Employers also have access to Valley Preferred's health educators who are responsible for planning and coordinating **BeneFIT**'s wellness activities while serving as a one-stop health resource for Valley Preferred's business clients.



**BeneFIT Activity by Fiscal Year:**  
Graph indicates continued growth in Valley Preferred's **BeneFIT** program. Activity has more than quadrupled over the past 3 years and continued growth is expected.



Amanda Greene,  
CHES

With the growth of Valley Preferred's **BeneFIT** program, a second health educator was needed. Amanda Greene, CHES, joined Carol Michaels, MPH, CHES, in 2008. Valley Preferred is already expecting a 78% increase over last year, in the number of employer-offered **BeneFIT** programs, by the end of this fiscal year.

### Valley Preferred Employees Join the Wellness Curve

To help promote a culture of wellness within their own workplace, Valley Preferred's staff participated in their own **BeneFIT** exercise program entitled *Communities on the Move*, which ran from May to September 2008. Employees had their blood pressure, body fat, body mass index (BMI), and weight measured, and then increased daily activity to stay healthy. Information was also provided during the program on exercising and stretching, eating healthy and managing stress. For fun, employees competed on teams to be the "biggest movers" and tracked activities involving movement such as walking, swimming and any other "moving" activities—housework and gardening included! At the end of the program employees were able to repeat their biometric screenings and see their personal improvement during the program.

Overall, Valley Preferred employees commented that they felt better by participating in the program. Valley Preferred's health educators will continue their mission to promote wellness within their own organization and with all Valley Preferred business clients interested in starting their own culture of wellness. 🚩



Carol Michaels,  
MPH, CHES

## Quality of Service and BeneFIT Programs Earn High Rating in Recent Survey

Quality  
of Service

Good to Excellent  
95%

The most recent Valley Preferred Customer Satisfaction Survey revealed that 95% of customers ranked Valley Preferred's quality of service as "Good to Excellent." In addition, the survey showed that our BeneFIT health and wellness programs have proven to be "Very Helpful" to business clients and their employees.

## ABOUT OUR STAFF

### Mable Humphrey, RN, Health Specialist

Mable Humphrey, RN, has joined Valley Preferred as a Health Specialist. With more than 18 years of nursing experience, she is responsible for managing the care of chronic disease patients enrolled in Valley Preferred's disease management program.

Mable holds a Bachelor's degree in Nursing from Cedar Crest College and a Master of Divinity from the Biblical Theological Seminary in Hatfield, PA.



### Sharon Labelle, Account Executive

Sharon Labelle has been appointed Account Executive of Valley Preferred's fully-insured market, and is responsible for assisting businesses with health insurance inquiries. She holds a wealth of knowledge in small employer benefit plans, including health, disability, life and vision.

A Pennsylvania-licensed health insurance agent in Life, Accident and Health, Sharon is a Lehigh University graduate and holds credentials as a Registered Health Underwriter and a Registered Employee Benefits Consultant.

## Event / Sponsorship HIGHLIGHTS



- ◆ **Team Tania** – Valley Preferred is pleased to have sponsored Team Tania's 10th year of fundraising efforts to support the National Multiple Sclerosis Society. Created in 1999 with a team of six riders, Team Tania's roster for this year's September MS150 City to Shore Bike Tour grew to more than 400. Team Tania rides to honor Tania Kincaid, a friend of Valley Preferred who was diagnosed with MS, and to help raise funds to facilitate research and pay for services of those who suffer from MS.

Under the leadership of Stacey Asbell of Spectrum Administrators, Team Tania has been recognized as the largest Friends and Family Team ever in the history of MS bike tours nationally. They are close to reaching their \$1 million fundraising goal. Congratulations to Team Tania.

- ◆ **Valley Preferred/UnitedHealthcare Softball Fundraising Event** – On August 16, Valley Preferred and UnitedHealthcare joined together in a softball game to raise funds for their designated sponsor organizations. Valley Preferred funds supported Team Tania and the MS Society. UnitedHealthcare supported the Juvenile Diabetes Research Foundation. Although UnitedHealthcare won the game, Valley Preferred has requested a rematch in 2009.



Valley Preferred and UnitedHealthcare Softball Teams

## *Congratulations*

Congratulations to **Lehigh Valley Health Network** for being named 2008 *Business Leader of the Year* by the Greater Lehigh Valley Chamber of Commerce.

## New Valley Preferred PHYSICIAN MEMBERS

### *Anesthesiology*

Chad C. Cripe, MD  
Michael He, MD  
Ivan J. Perry, DO  
Daniel P. Weil, MD

### *Cardiology*

Michael J. Durkin, MD  
Anil Gupta, MD  
Hari Joshi, MD

### *Dermatology*

Anthony J. Gust, MD  
Michael A. Jacobson, MD

### *Emergency Medicine*

Amy Aldrich, DO  
Nicole Ceccacci, DO  
Gerald A. Coleman, III, DO  
Steven M. Conroy, DO  
Rezarta Lloyd, DO  
Patrick J. McHugh, DO  
Keri Jo A. McHugh, DO  
Shawna M. Murphy, DO

### *Family Practice*

Mark D. Brayford, DO  
Leah B. Jacobson, MD  
Drew M. Keister, MD  
Matthew A. Nussbaum, DO  
Falguni C. Patel, DO  
Mark S. Springer, MD  
Joseph J. Zienkiewicz, DO

### *Gastroenterology*

Shashin Shah, MD

### *General Surgery*

Fermin E. Morales, MD  
Daniel M. Roesler, MD

### *Infectious Disease*

Suzanne J. Templar, DO

### *Internal Medicine*

Daniel P. Bitetto, MD  
Ranju Gupta, MD  
Bahar Jahanbin, DO  
Mohammad F. Khan, MD  
Anil Kumar, MD  
Paul W. Layden, Jr, MD  
Ronald C. Martin, MD  
Ioana Nistor, MD  
Virginia C. Phipps, DO  
Mihaela L. Rosca, MD

### *Neurology*

David E. Jones, MD

### *Obstetrics & Gynecology*

Christina M. Black, MD  
Sean M. Keeler, MD  
Patricia L. Maran, MD

### *Orthopaedic Surgery*

Brett W. Gibson, MD  
Daniel J. Terpstra, DO

### *Otolaryngology*

Hilary Koprowski, MD

### *Pathology*

Jillian R. Grau, MD

### *Pediatric Pulmonology*

Dharmeshkumar T. Suratwala, MD

### *Pediatrics*

Sarah J. Fernsler, MD  
Kamini Kalola, MD  
Matthew S. Saltz, MD

### *Physical Medicine & Rehabilitation*

Brian K. Goldberg, MD

### *Plastic/Reconstructive Surgery*

Marshall G. Miles, DO

### *Psychiatry*

Mireille M. Meyerhoefer, MD

### *Radiology*

Jeffrey S. Blinder, MD  
Alan R. Hammond, MD  
John C. Martucci, MD  
Eric C. Wang, MD  
Jason M. Zicherman, MD



## Great Savings Offered Through Premier Discount Program

Valley Preferred's **Preferred Vendor Program** looks to help lower spending costs for physician practices

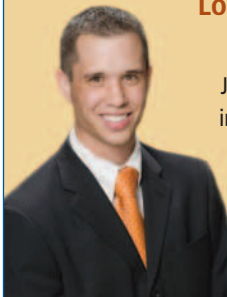
With today's economic turmoil, businesses all over are looking for ways to cut costs and get a little money back in their pocket. The Preferred Vendor Program (PVP) can help. The PVP has services ranging from pharmaceuticals and medical supplies for office/practice use, to landscape, lawn care and snow removal for personal home use.

Thirty-one vendors currently participate with the program to offer premier discounts and value-add services to Valley Preferred physicians for their practice. Depending on the vendor, some discounts may be offered to physicians' family members, staff and their immediate family members for personal home use.

"We continue to expand the services offered in the PVP, such as malpractice lawsuit protection through Doctor's Advocate and overseas vacations through Steve Lehman Tours," says Joe Candio, Jr., Account Executive, PVP. "Our goal is to provide high quality services and products with negotiated rates that provide savings."

Here are some **QUICK TIPS** on how to get your savings through Valley Preferred's PVP:

- **It's in the mail.** Valley Preferred sends out monthly and quarterly newsletters with information and updates on the PVP and their various vendors. Keep your eyes peeled for new and exciting services.
- **Check out the web.** "Our website does a great job of listing our vendors, the services they offer and linking the user to that vendor's site," says Candio. "There's also a contact name and number in case people want additional information from the vendor."
- **Get a quote.** From Aaron Resources to Records Management and Archiving, all of our vendors are happy to meet with you, review your needs and provide you with a proposal.
- **Give Joe a call.** If you have questions, comments, concerns about any of the vendors or the program in general, or if there is a service you would like to see added, you can always contact Joe Candio, Jr. via phone or email at 610-969-0237, [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*

### Preferred Vendor Program UPDATE

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

- ◆ **ROSE CONSULTING** offers a contingency-based service to ensure you're getting a quality discount. When Debbie Welker, Central Bucks Specialists Financial Coordinator, was looking for ways to save money, she took a look at Valley Preferred's Preferred Vendor Program (PVP). She came across Rose Consulting, a telecommunications, data and utilities auditing service.

"We looked at everything to cut back costs and made some changes," says Welker. "When I saw Rose Consulting, we felt like it was a win-win situation." Welker is referring to the discount/value-add service offered through the PVP.

Rose Consulting reviews your telephone, phone system, data, cell phone, paging and utility bills to determine if there are any overcharges. "If any overcharges are found we will get you a refund. If we can't find any overcharges, the service is free," says Rob Rose, President. "When we review all these telecommunication services, we also make sure you're using the best plans to meet your needs as well as getting the best service at a great price."


If you'd like additional information or to schedule an appointment, contact Rose Consulting at **1-877-799-7673**.

**NEW**

- ◆ **OFFICE BASICS** is the new exclusive vendor for office supplies and office furniture replacing Boise/OfficeMax. Office Basics offers a discount on all office supplies, including coffee supplies. 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 at a low rate of \$9.95 for 24 servings, or hot cocoa at \$10.95. The machine you receive will be determined by the number of people in your office. Coffee is a 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, please contact John Peracchia at **1-800-541-5855, ext. 150**.
- ◆ Isn't this the year to treat yourself to a truly great cycling vacation? **STEVE LEHMAN TOURS** offers overseas cycling trips for the experienced and novice cyclist with a great discount for the physicians and their family members as well as staff and their family members in the Valley Preferred network. Steve Lehman Tours also offers overseas vacations for non-riders as well. For additional information, contact Steve Lehman Tours at **1-800-357-3018**.

*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).*

## Winning Ways Power New Marketing Campaign

Helping local businesses win today's health care challenges is the theme of the new marketing campaign recently launched by Valley Preferred. Building on the momentum established with the health and cycling imagery adopted when naming rights were secured for the Valley Preferred Cycling Center in 2007, the new campaign pivots on Valley Preferred's track record of helping businesses successfully navigate the complexities of health care while also creating cultures of health within client companies and our communities. The multi-media campaign is now embedding the Valley Preferred brand and benefit message via radio, billboard, direct mail, e-commerce, business and daily print publications. 



**Talented Team for Radio:** Captured here during an audio session at Creative Sound Studios in Orefield, Olympic gold medal cyclist Marty Nothstein and Haley Mertz, 13, provide the vocal talent for radio commercials featured in the new Valley Preferred marketing campaign.

**Outdoor Campaign:** Valley Preferred's marketing campaign is apparent on billboards throughout Lehigh Valley roadways.



## Dr. Lenhart Guest on Radio Network Show

Valley Preferred's Medical Director, Jack Lenhart, MD, was the featured guest on a recent "Outlook" radio show produced by Clear Channel and aired on the network's popular stations, WAEB-AM and B-104. In the broadcast, Dr. Lenhart shared professional advice on the topic of "Wellness and Prevention." This was his fourth appearance on the local airwaves as a health authority and spokesperson for Valley Preferred.

**Radio:** Jack Lenhart, MD, takes to the airwaves in his recent radio broadcast from the Clear Channel network studios.



**The Print Sprint:** Business and daily newspaper messages as well as targeted direct mail are now sharing the Valley Preferred message with businesses and consumers throughout the Greater Lehigh Valley market.

## National Healthcare Magazine Features Valley Preferred as PPO with Skillful Marketing



In a September issue cover story titled "Preferred Provider Organizations Keep on Growing," national magazine *Healthcare Marketing Report* showcased Valley Preferred as an example of a PPO which "through skillful business to business marketing, has gained ground with employers, payer partners, third party administrators and ultimately with consumers," as stated in the article by editor Richard L. Cohen.

Valley Preferred's print ad, billboard campaign and 2007 Annual Report were shown throughout the feature, along with quotes from interviews with Valley Preferred Executive Director and CEO, Gregory G. Kile, and Karen Greenrose, President of the American Association of Preferred Provider Organizations (AAPPO).

For a copy of the story, visit [valleypreferred.com](http://valleypreferred.com) and click on News. 

## Lehigh Select and Valley Series Offer Many Benefits



**Lehigh Select** is a high-value health plan with comprehensive disease management and wellness programs from HealthAmerica and Valley Preferred. **Lehigh Select** provides access to all Lehigh Valley Health Network campuses: Lehigh Valley Hospital–Cedar Crest & I-78, Lehigh Valley Hospital–17th & Chew, Lehigh Valley Hospital– Muhlenberg, and nearly 1,000 doctors located within Valley Preferred's core geographic network.

A three-tiered PPO plan, **Lehigh Select** offers employees lower out-of-pocket costs when they choose from Valley Preferred's 900 select providers. A second-tier option offers access to a broader range of providers participating within HealthAmerica's network. Lower costs and access to quality care are benefits of **Lehigh Select**.

**Valley Series**, a three-tiered PPO plan, is a suite of affordable health plan products with comprehensive disease management and wellness programs from UnitedHealthcare and Valley Preferred. Employers may choose from 11 plan designs within **Valley Series**, including Health Savings Accounts (HSAs) and Health Reimbursement Accounts (HRAs).

Through **Valley Series** tier one option, employees have lower overall out-of-pocket expenses when accessing 33 of the region's hospitals and more than 3,000 physicians and health care professionals featuring Valley Preferred. Enrollees may also opt for care within UnitedHealthcare's National Network. Lower costs and access to quality care are benefits of **Valley Series**.

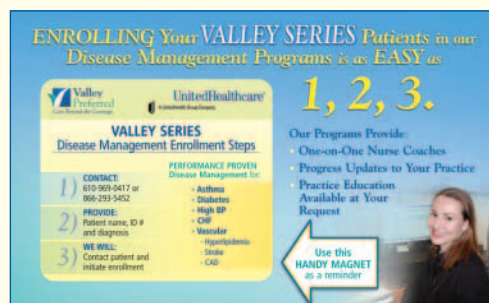
>> Interested in learning more about **Lehigh Select** or **Valley Series**? Please contact your broker or a Valley Preferred licensed-health insurance professional at 610-969-0480 or 1-800-955-6620, option 1.

## PROVIDER RELATIONS NEWS

### Disease Management Enrollment Made Easy with Magnet Mailers

Recently, **Lehigh Select** and **Valley Series** magnets (shown here on postcard mailers) were mailed to member physician practices as a reminder of the disease management programs available to their Valley Preferred patients.

These magnets contain **EASY STEPS** to engage Valley Preferred **Valley Series** and **Lehigh Select** patients with chronic conditions in a qualified LOCAL disease management program. Did your office receive your copy or need another? If not, please contact Provider Relations at 610-969-0090.



### Why Choose Valley Preferred?



### Coming Soon

Production is now wrapping up on a new video tool:  
**"Why Choose Valley Preferred?"**  
 The concise 2-minute production will be streamed on valleypreferred.com and available in DVD format.

# 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.

- **The Balancing Act — Balancing Personal and Professional Life**  
Thursday, December 18, 9-11 a.m.  
(2166 S. 12th Street, First Floor Conference Room, Allentown)

Today's average employee is expected to accomplish more tasks in less time. At the same time they want and need to have a fulfilling personal life. The pull between professional and personal demands can create negative feelings. Attend this presentation to learn strategies to put balance in your life.

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](http://PreferredEAP.org).

Preferred EAP seminars will resume in March 2009.

# LVPHO

Lehigh Valley  
Physician Hospital Organization, Inc.

610-969-0480

610-969-0485

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

Valley Preferred's website is getting a new look. Watch for the announcement of our GO LIVE date coming soon.



## Valley Preferred MEMBERSHIP

As of October 31, 2008, Valley Preferred was serving 8,458 clients and providing care for 208,034 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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