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Care Beyond the Coverage.

Spring/Summer 2007



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

## Personal Health Records (PHR) Pilot Program Launched with Valley Preferred's Participation

Lehigh Valley Physician Hospital Organization (LVPHO), Valley Preferred and Preferred Health Management employees are teaming with Lehigh Valley Hospital and Health Network in a voluntary pilot program to evaluate the Lehigh Valley's first Personal Health Record (PHR).

Called CapMed, the PHR will enable users to store their personal health records for themselves and their families on a desktop computer, as well as in a portable "thumb-drive" format known as a personal health key. This small device can be carried on a key chain and uses USB flash technology, which can be read on virtually any computer system. Both formats offer full Internet connectivity for communicating and managing health information online.

to share with selected caregivers. Access to more confidential information is shielded by a password protected wall controlled by the patient and his/her designees.

"This has a potential to be a tremendous step forward in our evolution toward an integrated system of electronic medical records," said John Jaffe, M.D., LVPHO/Valley Preferred Executive Medical Director and a longtime proponent of digital recordkeeping and information sharing for the health care industry. "We believe the pilot program will go a long way toward evaluating the usability of this particular PHR technology, as well as promoting the physician and consumer buy-in critical to the adoption of a portable health information system."

Dr. Jaffe emphasized that traditional paper-based health recordkeeping and information sharing have the potential for inefficiencies and inaccuracies. "Accessing and transferring paper records among providers is currently a very catch-as catch-can process. A new information sharing mode is a necessity." The ability for patients themselves to participate constructively to improve this "interoperability" challenge among their health care providers requires the type of enabling technology which portable health record devices such as CapMed can provide. "This is where the future of health care is going and we are proud to be at the vanguard of change." ▀

### What is Preferred Health Management?

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

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

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### Valley Preferred Annual Report Wins National Award

Valley Preferred's 2006 annual report was named a merit award winner in

the Annual Healthcare Advertising Awards sponsored by Healthcare Marketing Report of Atlanta, Georgia. 4,300 entries were received in the 24th annual competition, making it the nation's largest and oldest healthcare advertising awards program. The report was produced by Keenan-Nagle Advertising, Inc. of Allentown.

### New Meetings

- **GLVIPA Membership**  
6 p.m., Auditorium (Cedar Crest & I-78)  
**Monday, June 25**
- **GLVIPA Board**  
7 a.m., Classroom 1 (Cedar Crest & I-78)  
**Thursday, June 21**  
**Thursday, August 23**
- **LVPHO Board**  
7 a.m., Board Room (Cedar Crest & I-78)  
**Tuesday, June 12**  
**Tuesday, August 14**



The CapMed pilot program is recruiting up to 300 participants from the ranks of the LVPHO as well as LVHHN's I/S Department and Spectrum Administrators. Users will be able to track and manage personal health and wellness information, upload readings from home monitoring devices, link to patient education resources, and receive personal health alerts and reminders about medications and other essentials of their personal health regimens.

Patient confidentiality is assured through a two-part system, which segregates general health information from that which the user only wants



## Lehigh Valley Business Conference on Health Care Teams with HealthAmerica and HealthAssurance, and Valley Preferred

### New 3-Way Alliance Launched at April Seminar

Lowering business' health insurance cost is the objective of a new 3-way partnership forged by the nonprofit Lehigh Valley Business Conference on Health Care with Valley Preferred and leading national health insurance company, HealthAmerica and HealthAssurance.

A business health expo displaying how this new alliance can benefit local businesses was held Tuesday, April 10, 2007 at the Mack Trucks World Headquarters Auditorium in Allentown. The seminar was conducted in an open house format and attendees visited between 3 and 7 p.m. Free health screenings, interactive wellness demonstrations and exhibits were offered along with facts on how this cooperative partnership can help businesses contain health plan costs.

Business owners and decision-makers, human resource managers and insurance brokers attended the event.

The Lehigh Valley Business Conference on Health Care is an organization of over 70 employers located mainly in the Lehigh Valley. It provides members with quality, cost-effective programs in areas such as prescriptions, vision, managed health and dental programs.

For more facts, visit [valleypreferred.com](http://valleypreferred.com) and click on *What's New*, then *News*.



*Talking business health care, (from left) Kitty Gallagher, LVBCHC Executive Director and Ann Kozak, LVBCHC Education Committee Chair confer with Valley Preferred's Selicia Chronister, Sales Manager and Laura Mertz, General Manager.*

## New Valley Preferred Physician Members

### Anatomic &

**Clinical Pathology**  
Shereen M. F. Gheith, M.D.

### Cardiology

Khaldoon Alaswad, M.D.  
David A. Cox, M.D.  
Darla Hess, M.D.  
Larry E. Jacobs, M.D.  
Nainesh C. Patel, M.D.  
Christopher L. Sarnoski, D.O.  
Karan D. Singh, M.D.  
Andrew D. Sumner, M.D.  
Steven L. Zelenkofske, D.O.

### Emergency Medicine

Annette M. Brunetti, D.O.  
Kevin J. Madtes, M.D.  
John J. Viteritti, D.O.

### Endocrinology

Gretchen A. Perilli, M.D.  
Benjamin J. Quintana, M.D.  
Marc A. Vengrove, D.O.

### Family Practice

Dorna E. Armbrister, M.D.  
Yara L. Delgado, M.D.  
Sweety Jain, M.D.  
Christine A. Kenny Block, M.D.  
Amy T. Miller, D.O.  
Robert J. Motley, M.D.  
Oscar O'Neill, M.D.  
Amy L. Steigerwalt, D.O.

### General Surgery

Rajeev K. Arora, M.D.  
Guillermo Garcia, M.D.

### Geriatric Medicine

Anne M. Yawman, M.D.

### Internal Medicine

Amy Ahnert, M.D.  
Cheryl A. Bloomfield, M.D.  
Bolanle A. Dada, M.D.  
Michael J. La Rock, M.D.  
Crystal A. Maksimik, D.O.  
Joseph L. Mallon, M.D.  
Christopher D. Newman, M.D.  
Debbie Salas-Lopez, M.D.

### Maternal-Fetal Medicine

Kara M. Coassolo, M.D.

### Neurology

Sulada Kanchana, M.D.

### Obstetrics & Gynecology

Alexandria J. George, D.O.  
Eduardo Lara-Torre, M.D.

### Orthopaedic Surgery

Stephen P. Falatyn, M.D.

### Pain Management

John A. Yulo, M.D.

### Pathology

Haiyan Liu, M.D.

### Pediatric Endocrinology

Arnold H. Slyper, M.D.

### Pediatric Surgery

Thomas V. Whalen, M.D.

### Pediatrics

Amy M. Vyas, M.D.

### Physical Medicine & Rehabilitation

Thomas M. Boetel, D.O.  
Kenneth Bunch, M.D.  
Sanghoon Kim, M.D.  
Madankumar Raj, M.D.

### Psychiatry

Shanthi P. Lewis, M.D.

### Radiology

Mark D. Swank, M.D.  
John J. Zoshak, D.O.

### Rheumatology

Tina Bunch, M.D.  
Nicole C. Chiappetta, D.O.

### Sports Medicine

Christina T. Smith, M.D.

## < Provider Relations News >

- In November, 2006, a key Valley Preferred provider in the Berks County region, St. Joseph Medical Center in Reading, opened their new Bern Township campus. This sparkling new facility features a patient-centered hospital design complete with connections to the latest evidence-based clinical information and easy access to all services. The new facility improves patient care, safety and comfort. Congratulations to all at St. Joseph Medical Center on this milestone achievement!
- Effective May 23, 2007, NPI numbers are 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.
- Updated Valley Preferred applications for Appointment/Reappointment are due. If you have not submitted your updated application, please forward it immediately to Valley Preferred's Provider Relations Department. If an application is needed, please contact Provider Relations at 610-969-0090 or 800-955-6620.

## Valley Preferred's P4P Program Profiled in National AAPPO White Paper



The American Association of Preferred Provider Organizations (AAPPO) selected Valley Preferred's pay for performance program as one of five PPO case studies for a recent White Paper Series installment titled "PPO Approaches to Pay for Performance and Clinical Improvement Incentive Programs."

While each of the PPOs contacted for the AAPPO report adopted a slightly different model for creating quality incentives, all five programs pursued "goals to deliver value to customers and the objective of using network leverage to promote quality health care."

Other PPOs joining Valley Preferred in the study included Blue Cross of California/Wellpoint, Inc. (Thousand Oaks, CA), First Choice Health (Seattle, WA), Preferred Health Systems (Wichita, KS) and Savannah Business Group on Health (Savannah, GA).

Because the quest for quality is the driving force behind the pay for performance programs now rewriting the rules of health care delivery in the U.S., the AAPPO emphasized the importance of the issue under the sidebar: Why Quality Matters to Employers. Two reasons were succinctly stated:

1. Employers pay for both health and productivity expenses; when employees have poor quality care, attendance and productivity go down.
2. Absence and disability losses constitute 29 percent of health and productivity expenditures.

The goals of the Valley Preferred model as noted in the White Paper are "to improve the quality of care in a cost-effective manner, and to improve member satisfaction focused on provider service and access." Distinctions of the Valley Preferred program included:

- Physician engagement is a major program emphasis.
- Physician self-audit responses are paid immediately.
- Valley Preferred's program currently has a 93 percent return rate of audit forms.
- Along with quality and efficiency goals, Valley Preferred also rewards physician participation and engagement in improving chronic care through disease management.

Under the summary category of "Value to Plan and Payer," the White Paper states: "The PPO (Valley Preferred) has seen quality improvements as evidenced by improved rates of chronic care management according to guidelines."

Under the summary category of "Results," it states: "LVPHO (Valley Preferred) believes this program increases operational improvement and quality of care. It is viewed as a service to improve member health. The PPO (Valley Preferred) values the use of performance measures to show the improvements made across the network. This program is believed to have a spillover effect into the community by educating physicians on standards of care for targeting diseases and through increasing awareness of patient satisfaction."

Based in Washington, D.C., the American Association of Preferred Provider Organizations (AAPPO) is the leading national association of preferred provider organizations (PPOs) and affiliate organizations, and was established in 1983 to advance awareness of the benefits—greater access, choice and flexibility—that PPOs bring to American health care. 🏠

## Valley Preferred Moves to New Location

Effective January 1, 2007, Valley Preferred moved its headquarters to the Roma Corporate Center in Allentown.

The new address for Valley Preferred, Preferred Health Management and parent organization, Lehigh Valley Physician Hospital Organization, Inc., is:

1605 N. Cedar Crest Blvd., Suite 411  
Allentown, PA 18104-2351

All phone numbers remain the same. Valley Preferred's claims address has not changed and all claims should continue to be sent to 2166 S. 12th St., Allentown, PA 18103-4799.

The move was necessitated by significant growth in the 13-year-old community partnership of doctors and hospitals. "The business community can benefit from our joint efforts with multiple health insurance carriers as we share a common focus on corporate health enhancement. This supports our brand's performance promise of Care Beyond the Coverage," said Laura Mertz, General Manager of Valley Preferred. "We've grown to over 40 employees and plan to add more to maintain our service quality level."



## Valley Preferred Health Fair TESTIMONIALS

- ▼ "Excellent health fair! I got my flu shot and all the tests/screenings done in one place and in less than an hour. Very convenient and time saving. I look forward to the next one."
- ▼ "It was a great idea to have a health fair. Maybe we should have them more often."
- ▼ "I was pleased with the whole health fair set up. I really liked all of the health education information and giveaways. Customer service gets a high score. I hope we can have a health fair again next year."
- ▼ "The fact that the health fair was made available to employees during work hours was a plus."
- ▼ "The cholesterol, blood pressure, bone density and body fat screenings were very helpful to me."
- ▼ "The health fair representatives were very friendly."



## Valley Preferred to Sponsor 2<sup>nd</sup> Annual Spirit of Courage Awards Celebration— October 2, 2007

Valley Preferred, the Burn Prevention Foundation and the Regional Burn Center at Lehigh Valley Hospital will host the October 2, 2007, Valley Preferred Spirit of Courage Awards Celebration at a Lehigh Valley Hospital-Muhlenberg tented venue.



The event will celebrate "heroes" who have risked their lives to save others from a burn or death by fire and "educators" who have done an outstanding job presenting or promoting fire safety and burn prevention education. The act or education must have taken place between June 1, 2006 and May 31, 2007. Nominees for the "Spirit of Courage Award" must be residents of Eastern/Northeastern Pennsylvania or Western New Jersey, or the act must have taken place within that area. New for 2007 is the education award, "Partners in Prevention Award." A panel of fire service and emergency services representatives will review nominations and choose award winners.

"The Valley Preferred Spirit of Courage Award Celebration provides special opportunities to not only recognize heroes in our communities for their valor or commitment to prevention of burn injury, but also to thank the people who have nominated them," says Daniel Dillard, Executive Director of the Burn Prevention Foundation in Allentown.

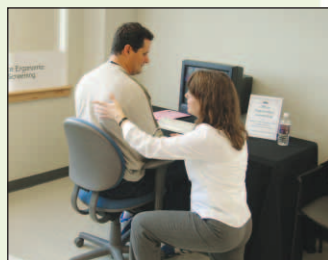
"Valley Preferred is delighted to take an active role in this event and feels strongly that this commitment is a culmination of our long standing partnership and support of the Burn Prevention Foundation," says Gregory Kile, Executive Director and CEO of Valley Preferred. "Our expectations were dramatically exceeded last year. This event reached its goals and objectives and was an emotional night for awardees, nominators and the community who drew recognition to the heroic acts of its fellow comrades, both uniformed and civilian. Our drive is to enhance burn safety awareness that can ultimately lead to healthier communities."

Nomination packets for the Valley Preferred Spirit of Courage or Partners in Prevention awards are available by calling Lehigh Valley Hospital at 610-402-CARE or contacting any fire station or EMS center in the region. The nomination deadline is June 14, 2007. 🚒



**Specialty Minerals, Inc.**  
Bethlehem & Easton, PA

**Fabri-Kal Corporation**  
Hazleton & Mountain Top, PA



**Lattice Semiconductor**  
Bethlehem, PA




## Other Valley Preferred Sponsorships

- **April 29, 2007** | March of Dimes WalkAmerica
- **2007 Season** | Lehigh Valley Velodrome Valley Preferred Professional Racing Series
- Burn Prevention Foundation Quarterly Safety Lines Newsletter
- **May 7, 2007** | The Second Mile Celebrity Banquet
- **May 21, 2007** | Lehigh Valley Hospital and Health Network Golf and Tennis Classic
- **June 10, 2007** | Burn Prevention Foundation Concours d'Elegance
- **June 22-23, 2007** | American Cancer Society Relay for Life – Whitehall

## New Payer Partners with Valley Preferred

Valley Preferred is pleased to announce its new payer partnership with Significa Insurance Group, effective April 1, 2007. Located in Lancaster, PA, Significa will offer businesses with 2-100 employees with a variety of fully-insured PPO health plan options, including Health Savings Accounts with Qualified High-Deductible Health Plan options. The plan will provide members with access to 900+ Lehigh Valley Physician Hospital Organization/Valley Preferred physicians and Lehigh Valley Hospital and Health Network hospitals at Cedar Crest, Muhlenberg and 17th Street.

**Significa**<sup>SM</sup>  
INSURANCE GROUP INC.

Erin Group Administrators, a third party administrator of Lancaster, will administer all claims and benefit plan services for Significa accounts. The Valley Preferred logo will be noted on all ID cards. 

## New Health Club Listing

These fitness centers have recently partnered with Valley Preferred to offer discounted memberships to Valley Preferred members.

### STEEL FITNESS

15 W. 2nd Street, Bethlehem, PA 18015  
610-625-2717 • [steelfitnessclub.com](http://steelfitnessclub.com)

Offering \$50 off enrollment fee and \$35 per month membership fee, plus one free personal training session.  
(Effective: 3/1/07 – 12/31/07)

### HAZLETON HEALTH AND WELLNESS CENTER

50 Moisey Drive, Hazleton, PA 18202  
570-501-6767 • [ghha.com](http://ghha.com)

Offering \$380 membership  
(Effective: 4/1/07 – 12/31/07)

## Health Insurance Seminar for Small Business (2-50 Employees)

Join Valley Preferred's licensed health insurance professionals and learn about Health Savings Accounts (HSAs), Health Reimbursement Arrangements (HRAs) and other health insurance options available through carriers contracted with Valley Preferred.

Next scheduled seminar: **Tuesday, September 11 5:30 p.m.**

For location and to register, please call Lori Tucker at 610-969-0237.

## SAVE THE DATE for Valley Preferred Physician Night at the Lehigh Valley Velodrome

Due to the success of our 2006 Physician Night at the Lehigh Valley Velodrome, Valley Preferred has reserved two dates for 2007:

**Friday, June 15**  
**Friday, August 10**

MARK YOUR CALENDAR. Hope you plan to attend and bring your family. Please register by June 8 by calling Valley Preferred at 610-969-0485.



## Preferred EAP Seminars

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

— FREE to Valley Preferred member organizations —

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

### A Time of Transition: Dealing With Changes in the Workplace Tuesday, June 5, 2007 9-11 a.m.

Change is constant in today's fast paced economy and as a result employers are striving to survive in a competitive marketplace. Survival often means changes in the workplace. Employees must keep up with these changes and that can be difficult. Participants will learn strategies to better deal with the changes.

### Overcoming Negativity in the Workplace Wednesday, June 13, 2007 9-11 a.m.

Participants will learn 3 common sources of workplace negativity, how to steer clear of them and how to keep a co-worker's negative mood from affecting their own outlook and performance. Don't let negative thinking drag you down, corrupt your career or sabotage your organization.

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.

# Preferred Vendor Program UPDATE

Here is the most current list of partners in Valley Preferred's Preferred Vendor Program. Please mention Valley Preferred when making an inquiry regarding Vendor Program pricing and discounts. For more information, please call Lori Tucker at 610-969-0237 or e-mail [lori.tucker@valleypreferred.com](mailto:lori.tucker@valleypreferred.com).



Lori Tucker, Account Executive, Preferred Vendor Program

<b>Advertising, Marketing &amp; Graphic Design</b>	<b>Keenan-Nagle Advertising, Inc.</b> 1301 S. 12th St., Allentown, PA 18103 610.797.7100 • Michael C. Keenan, <i>President</i> <a href="http://keenannagle.com">keenannagle.com</a>		<ul style="list-style-type: none"> <li>• Full-service ad agency well-experienced with marketing for health care profession with creative strategy, printed materials, websites, all media.</li> </ul>
<b>Art, Framing &amp; Signage</b>	<b>Fine Art Resources*</b> 4456 Creek Rd., Allentown, PA 18104 610.395.3349 • Merry Landis, <i>Owner</i> <a href="http://fineartresources.com">fineartresources.com</a>		<ul style="list-style-type: none"> <li>• Artcare for health care. View and select art in your own offices with free on-site presentation and consultation. Broad choices available to enhance your environment and project the appropriate image for the perfect first impression. Wholesale pricing.</li> </ul>
<b>Blind &amp; Shade Cleaning</b> 	<b>Blinds that Shine*</b> 2029 Richmond Rd., Easton, PA 18041 1.866.227.9450 • Barry Viscomi, <i>Owner</i> <a href="http://blindsthatshine.net">blindsthatshine.net</a>		<ul style="list-style-type: none"> <li>• Ultrasonic blind cleaning. All materials: metal, cloth, wood and more. Preserves your blinds better than steam cleaning.</li> </ul>
<b>Business Machines</b>	<b>Fraser Advanced Information Systems</b> 2158 Avenue C, Suite 101, Bethlehem, PA 18017 610.231.9577 ext. 202 • Timothy Ludwick, <i>Major Account Manager</i> <a href="http://fraser-ais.com">fraser-ais.com</a>		<ul style="list-style-type: none"> <li>• 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.</li> </ul>
<b>Coffee &amp; Refreshment Services</b>	<b>ARAMARK Refreshment Services</b> 155 Nestle Way, Suite 102B, Breinigsville, PA 18031 1.800.848.3973 • Tracey Gebhardt, <i>Business Manager</i> <a href="http://aramarkrefreshments.com">aramarkrefreshments.com</a>		<ul style="list-style-type: none"> <li>• Coffee, water and snack service that is top-quality, carefree and affordable...from the leader in coffee services for businesses.</li> </ul>
<b>Collection Services</b>	<b>APEX Asset Management, LLC</b> PO Box 7044, 1891 Santa Barbara Dr., Suite 204, Lancaster, PA 17601 1.888.592.2146 • Bryan Burkholder, <i>Account Representative</i> <a href="http://apexasset.com">apexasset.com</a>		<ul style="list-style-type: none"> <li>• 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.</li> </ul>
<b>Document Shredding &amp; Storage</b>	<b>ArchivesOne</b> (previously named <b>Eastern Secured Data</b> ) 1 Pump Place, Allentown, PA 18102 610.776.6300 • Matthew Fay <a href="http://easternsecureddata.com">easternsecureddata.com</a>		<ul style="list-style-type: none"> <li>• Leader in records management, destruction and storage. Call for your Preferred Vendor pricing.</li> </ul>
<b>Dry Cleaning</b>	<b>American Drycleaners*</b> 17th & Allen Sts., Allentown, PA 18102 610.434.9469 • Vicky Solt, Judy Bukics or Sandy Smith, <i>Managers</i>		<ul style="list-style-type: none"> <li>• American Drycleaners will provide pick-up and delivery dry cleaning and laundry service. Open a new monthly billing account and receive \$25 worth of FREE drycleaning.</li> </ul>
<b>Employee Assistance Program</b>	<b>Preferred EAP*</b> 1728 Jonathan St., Allentown, PA 18104 610.433.8550 • 1.800.327.8878 • Oliver Neith, <i>Program Director</i> <a href="http://preferredap.org">preferredap.org</a>		<ul style="list-style-type: none"> <li>• Our region's premiere Employee Assistance Program helping businesses address workplace behavioral issues—stress, substance abuse, etc.</li> </ul>
<b>Filing, Shelving &amp; Storage</b>	<b>DSSI/Spacesaver Systems</b> 2150 Mill Valley Lane, Quakertown, PA 18051 215.350.7102 • Linda J. Baker, <i>Storage Systems Consultant</i> <a href="http://todssi.com">todssi.com</a>		<ul style="list-style-type: none"> <li>• DSSI is a leading file and storage solutions company that can help you maximize every inch of space in your facility with cabinets or shelving for any media, carts, bins, movable and secure file units and more.</li> </ul>
<b>Financial Services</b>	<b>Primerica*</b> 101 E. Mill St., Suite 1, Quakertown, PA 18951 215.892.9990 • Forrest N. Rohn <a href="http://primerica.com">primerica.com</a>		<ul style="list-style-type: none"> <li>• Primerica offers a comprehensive range of personalized financial and insurance services for businesses, families, and individuals.</li> </ul>
<b>Florist</b>	<b>Phoebe Floral Shop, Inc.*</b> 2102 W. Hamilton Blvd., Allentown, PA 18104 610.434.9587 • Julieann Spanitz, <i>Sales Manager</i> <a href="http://phoebefloralshop.com">phoebefloralshop.com</a>		<ul style="list-style-type: none"> <li>• Lehigh Valley's #1 floral service and delivery provider offering attractive discount for Valley Preferred providers.</li> </ul>
<b>Furniture, Restoration &amp; Space Design</b>	<b>Offix Systems</b> 924 Marcon Blvd., Suite 102, Allentown, PA 18109 610.295.4383 • Barbara Rae Baird <a href="http://offixsystems.com">offixsystems.com</a>		<ul style="list-style-type: none"> <li>• Offix Systems provides office furniture &amp; workstations, waiting rooms, health care furniture, AV and tele-communications systems, carpeting &amp; window coverings. Provide design &amp; space planning services, and can restore and remanufacture existing furniture.</li> </ul>

\* These vendors extend offers for personal use to physicians' immediate family members, hospital and practice staff.

<p>Gift Baskets</p> 	<p><b>The Original Basket Boutique*</b>                      5115 Cassidy Dr., Schnecksville, PA 18078                      610.769.5644 • Christine McNeill, Franchise Owner                      originalbasketboutique.com</p> 	<ul style="list-style-type: none"> <li>• Creative, keepable basket designs delivered to make any occasion even more special. UPS shipping available. Contact them for your Preferred Vendor pricing!</li> </ul>
<p>Insurance</p>	<p><b>Valley Preferred</b>                      1605 N. Cedar Crest Blvd., Suite 411, Allentown, PA 18104-2351                      610.969.0237 • Lori Tucker                      valleypreferred.com</p> 	<ul style="list-style-type: none"> <li>• Valley Preferred, a PPO and community partnership of doctors and hospitals connects leading businesses with health insurance companies, Care Beyond the Coverage wellness programs and provides specialized individual attention for your practice needs.</li> </ul>
<p>Janitorial &amp; Cleaning Service</p>	<p><b>Johnson's Janitorial Inc.</b>                      1101 Hamilton St., Allentown, PA 18101                      610.439.8400 • Michael Johnson, Owner</p> 	<ul style="list-style-type: none"> <li>• High quality, dependable janitorial services, providing floor maintenance and cleaning discounts to Valley Preferred providers.</li> </ul>
<p>Medical &amp; Pharmaceutical Supplies</p>	<p><b>Henry Schein Company</b>                      2500 Westchester Ave., 3rd Flr., Purchase, NY 10577                      1.800.225.9906 • Kurt Hoffman, ext. 7572 or Andrew Plattner, ext. 7134                      henryschein.com</p> 	<ul style="list-style-type: none"> <li>• Looking for a one-stop shop vendor who can provide your practice's medical/surgical supply needs? They can easily assist you when shopping for medical/surgical supplies, pharmaceuticals, laboratory supplies, capital equipment, office design and setup, business supplies and more. You can also order items online.</li> </ul>
<p>Medical Supplies</p>	<p><b>VHA Physician Group Purchasing</b>  <i>(must be an LVPHO member)</i>                      1 N. Greenwich Rd., Armonk, NY 10504                      1.800.842.5146 • Deborah Poole, VHA Account Manager                      vha.com • vhaprofessionalservices.com</p> 	<ul style="list-style-type: none"> <li>• Why go it alone when buying medical supplies? VHA teams practice purchases for optimum pricing.</li> </ul>
<p>Medical Waste/ Environmental Services</p>	<p><b>The Cardinal Group, Inc.</b>                      828 N. Hanover St., Pottstown, PA 19464                      18 Water St., Reading, PA 19605                      1.800.992.7776 • John Gilbert or Debbie Schlarb                      thecardinalgrouppinc.com</p> 	<ul style="list-style-type: none"> <li>• The Cardinal Group, Inc., is a full-service environmental company specializing in medical waste services. They can also provide OSHA compliance solutions, pharmaceutical waste management, and other environmental services.</li> </ul>
<p>Medical Wear &amp; Linens</p>	<p><b>Nixon Medical Wear</b>                      2925 Northeast Blvd., Wilmington, DE 19802                      1.888.649.6687 • Paul Capuano, Corporate Sales Director                      1.267.228.3835 • Renee Rosenau, Territory Sales Manager                      nixonmedical.com</p> 	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
<p>Moving Services</p>	<p><b>O'Brien's Moving &amp; Storage*</b>                      7066 Snowdrift Road, Allentown, PA 18106                      1.800.424.3866 • Mike Keeney, Certified Moving Consultant                      obriens-moving.com</p> 	<ul style="list-style-type: none"> <li>• Professional moving services for businesses and homeowners. With "kid glove" care and Preferred Vendor pricing for Valley Preferred members.</li> </ul>
<p>Office Supplies</p>	<p><b>OfficeMax</b>                      3001 Frost Rd., Bristol, PA 19007                      1.800.348.3056, ext. 2701                      William Burns III, Business Relationship Manager                      officemaxcommercial.com</p> 	<ul style="list-style-type: none"> <li>• Fast, free next day delivery, discounted pricing, no-hassle return policy and much more. Why buy office supplies anywhere else?</li> </ul>
<p>Out-Source Hiring &amp; Human Resources</p>	<p><b>hireVision Group, Inc.</b>                      881 Third St., Suite B4, Whitehall, PA 18052                      610.443.0119 • Tina Hamilton, President                      hirevisiongroup.com</p> 	<ul style="list-style-type: none"> <li>• Outsource a portion or all of your hiring process to HR experts who can write &amp; place recruitment ads, phone screen, perform on-site interviews &amp; verify backgrounds &amp; references. Only pay for work performed—not for a "placement." Offer HR on-site and off-site services, employee surveys, retention programs and more.</li> </ul>
<p>PDA Medical Reference</p>	<p><b>Skyscape*</b>                      100 Locke Dr., Marlborough, MA 01752                      1.508.460.6500, ext. 117 • Erica Joyce, Account Executive                      skyscape.com/valleypreferred</p> 	<ul style="list-style-type: none"> <li>• Skyscape offers mobile and desktop references you know and trust for your PDA or Smartphone—whether you're prepping for boards, looking up current drug dosing or in need of the latest clinical information.</li> </ul>
<p>Printing </p>	<p><b>Consolidated Graphic Communications</b>                      7150 Windsor Dr., Suite 5, Allentown, PA 18106                      610.391.1220 • Jeff Miller, Account Executive                      cgcl.com</p> 	<ul style="list-style-type: none"> <li>• Medical practice patient records work better with our "Ready to Use" Folder fully assembled with folder, fileback, tab, label and assembly...all in one!</li> </ul>
<p>Staffing</p>	<p><b>Aaron Resources/Aaron North/Aaron Healthcare</b>                      28 N. 15th St., Allentown, PA 18102                      610.433.8000 • Janine Reppert, RN                      aaronjobs.com</p>  	<ul style="list-style-type: none"> <li>• Take the hassle out of medical staffing with Aaron's proven performance in putting the right skill set on your staff.</li> </ul>
<p>Tele-communication Cost Auditing</p>	<p><b>Rose Consulting Inc.</b>                      1931 Main St., Bloomsburg, PA 17815                      1.877.799.7673 • Albree Boone, Account Executive                      roseconsulting.com</p> 	<ul style="list-style-type: none"> <li>• Rose Consulting can help reduce telecommunication costs while increasing the level of service you receive or eliminate unnecessary and excessive monthly expenses.</li> </ul>

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

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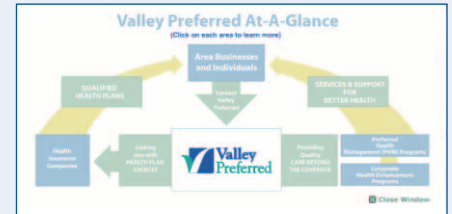
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A key feature of our website — [valleypreferred.com](http://valleypreferred.com) is an interactive display called **Valley Preferred-At-A-Glance**. This fun and factual tool delivers the Valley Preferred “Care Beyond the Coverage” story in an easy-to-understand progressive flowchart. Visit it soon and see what we mean!

**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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