

Please Route:

- Physician
- Office Manager
- Other _____

Visit our website at valleypreferred.com

Care Beyond the Coverage.

Summer 2006



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

New Upgrades Deliver Easier Referrals, Enhanced Patient Health Reports

Two recent improvements have served to streamline the patient referral process to Preferred Health Management and upgrade the quality of information in health reports used by doctors with patients in their Disease Management programs.

“We’ve made it easier than ever for practices to connect patients with our Disease Management services. We’ve also aggregated patient health profiles for more meaningful reports on each patient,” explains Susan Phifer, R.N., Director of Preferred Health Management. “These two important upgrades are now in place. Getting chronic disease patients much-needed disease

management is now easier and more effective than ever.”

Preferred Health Management, an affiliate of the Lehigh Valley Physician Hospital Organization and Valley Preferred, specializes in Disease Management programs for patients with diabetes, asthma, congestive heart failure, coronary artery disease and other prevalent chronic conditions. Its services are currently available to patients covered by Choice Plus, Oxford Health Plan, HealthAmerica Lehigh Select and other privately insured groups.

Referrals are now easier due to redesigned Self-Audit Forms issued by Preferred Health Management. “It’s a benefit of tightening the connection between our Disease Management and Self-Audit programs,” says John Jaffe, M.D., LVPHO Executive Medical Director. “We are able to accurately identify eligible patients who would benefit from our Disease Management regimen. We contact their doctors with our information and, if the doctors opt to refer patients to Preferred Health Management, they simply check off a box on their Self-Audit Form.”

Continued on page 2

What is Preferred Health Management?

It’s a physician-driven, comprehensive health care management system providing:

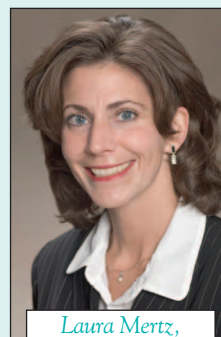
- Disease Management
- Case Management
- Utilization Review
- And Many Other Health-Related Services

Poised for Future Growth, Valley Preferred Announces Management Restructuring

Since its inception 13 years ago, Valley Preferred has grown into one of the largest provider sponsored preferred provider organizations (PPOs) in Pennsylvania. Anticipating the continuation of this growth, the leader of Valley Preferred’s parent organization—Lehigh Valley Physician Hospital Organization, Inc. (LVPHO)—recently announced significant changes in management structure.

Gregory Kile, Executive Director of LVPHO and Valley Preferred, has announced the appointment of Laura Mertz to General Manager

of Valley Preferred. Director of Sales and Marketing since Valley Preferred was founded in 1993, she will now be responsible for management of business activity and development of network relationships and Valley Preferred’s four main internal operations: provider relations, business operations, sales/marketing and the Preferred Health Management division, a comprehensive health care management system.

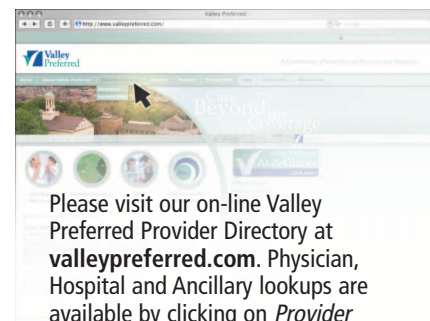


Laura Mertz,
General Manager

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Please visit our on-line Valley Preferred Provider Directory at valleypreferred.com. Physician, Hospital and Ancillary lookups are available by clicking on *Provider Directory*, then *Valley Preferred*.

Any questions, contact Provider Relations at 610-969-0090 or 1-800-955-6620.

New Meetings

- **GLVIPA Membership**
6 p.m., Auditorium (Cedar Crest & I-78)
Tuesday, September 26
- **GLVIPA Board**
7 a.m., Classroom 1 (Cedar Crest & I-78)
Thursday, October 26
Monday, December 18
- **LVPHO Board**
7 a.m., Board Room (Cedar Crest & I-78)
Tuesday, October 10
Tuesday, December 12

Valley Preferred Health Fair

Friday, Sept. 15, 2006
8:30 a.m. to 12 noon

- Lehigh Valley Hospital—Muhlenberg Banko Family Community Center, Rooms 1 & 2, Westgate Drive, Bethlehem PA
- More Facts? Call 610-969-0381

Last year's Valley Preferred Health Fair was such a success with Valley Preferred clients that we've incorporated it into an annual event. This year's health happening will be even bigger and better. Learn what your business can offer employees to help them live healthier with the help of Valley Preferred's Corporate Health Enhancement Programs. This year's show will feature...

- HEALTH SCREENINGS for:
 - Blood Pressure
 - Body Fat
 - Bone Density
 - Hearing
 - Office Ergonomics
 - Strength & Flexibility
 - UV Facial Skin Analysis
- HEALTHY COOKING DEMO by Area Chefs
- TOBACCO CESSATION PROGRAM
- EMPLOYEE ASSISTANCE PROGRAM
- FREE HEALTHY BREAKFAST
- FREE GIFT PACKAGES FOR ALL ATTENDEES & Much More!



Save This Date Now!

Upgrades Continued from page 1

The rest of the process happens almost automatically, Jaffe notes. "Patient contact, communication, motivation, monitoring...the entire Disease Management discipline is handled by the health coaches of Preferred Health Management. Patients get the regular attention they need to achieve improved outcomes and doctors are kept fully informed of patient health status at every juncture."

Thanks to an important upgrade in Preferred Health Management's reporting structure, patient health reports are now easier to absorb and more meaningful for referring physicians.

Because saving LVPHO doctors time through delegation is at the core of Preferred Health Management's existence, Phifer offers this gentle advice to get each practice's Self-Audit Forms processed in a timely fashion. "Once the doctor has completed the audit form, he or she should delegate the return of the audit to an appointed staff member in the practice and Preferred Health Management should be notified of the staff member's name. If we have the name of that coordinator, we can communicate directly with that person to ensure that the Self-Audit Forms are completed on time," she emphasizes, adding that this saves doctors' time and expedites the compensation side of the Self-Audit relationship. "Bottom line: we get vital information and the practice gets paid faster."

Phifer adds that Preferred Health Management's return rate on Self-Audits is currently around the 90% level which "is significant compared to similar programs nationally. We believe this is largely due to effective delegation by our doctors. We're proud of this return rate but can always do better."

What future improvements are in the Preferred Health Management pipeline? Dr. Jaffe cites two key areas that the LVPHO team is concentrating on. "The first is our Pay-for-Performance model. It's a concept whose time has definitely come but there is a confusing morass of formats out there nationally. We're working toward the development of an LVPHO standard based upon best-practice metrics and data."

The second advancement in the works is an affordable way to support LVPHO doctors with Electronic Medical Records (EMR) packed with the most current information attainable. "We now use claims data which has definite limitations. We are very eager to implement EMR with real time data," insists Jaffe. "Between our Self-Audit and Disease Management programs and other data sources, we are getting very good at integrating information for a holistic view of any given patient. Delivering these information streams to our physicians through a cost-efficient EMR system driven by real-time data is a goal of the LVPHO that we're getting closer to every day." ▀



B. Braun Medical, Inc.

"FANTASTIC"

"B. Braun was very happy that Valley Preferred offered the Bone Density screening to the employees at three B. Braun Lehigh Valley locations. They were given a heel screen and information on how to prevent bone loss and provide early detection if there already is a bone loss problem. It was very helpful to our employees to know the importance of strong healthy bones."

- Jocelyn Bellew
B. Braun Medical, Inc.
Wellness Committee



Schlouch, Inc.

"EMPLOYEES LOVED IT"

"I want to thank Valley Preferred staff members for putting on a "top notch" health fair for employees of Schlouch Incorporated. It was extremely well received by everyone who attended. We hope to double our participation for next year. Thanks for helping to make our first Health Fair a huge success!"

- Renee Kovach
Insurance and Benefits Coordinator
Schlouch Incorporated

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Management Restructuring



Selicia Chronister,
Sales Manager

Promoted to the new Sales Manager of Valley Preferred is Selicia Chronister. She has been with Valley Preferred for seven years, most recently serving as Senior Sales Executive.

According to a statement issued by Kile, growth and the challenges that come with it are the reasons for the new management structure. "Our growth trajectory for the foreseeable future is quite impressive. With

this growth comes increased complexity, and our challenges in meeting future expectations will be evermore demanding. These factors necessitate organizing ourselves to manage that complexity."

With over 16 years experience in health and managed care, Mertz serves on the Public Policy Committee of the American Association of Preferred Provider Organizations, is a member of the National Association of Health Underwriters and the Pennsylvania Association of Health Underwriters.

Locally, she serves on the Advisory Board of the American Lung Association, Steering Committee of the Spirit of Courage Award Program for the Burn Prevention Foundation and Lehigh Valley Hospital Regional Burn Center, and the Health Care Committee of the Greater Lehigh Valley Chamber of Commerce.

A Lehigh Valley native, she is a graduate of the University of Scranton and holds a BA degree in Communications.

Chronister joined Valley Preferred as an account executive in 1999 and soon advanced to Senior Sales Executive where she was responsible for large group sales, broker support and overseeing sales staff functions. She has more than 25 years of experience in health and managed care, and has worked in varied service sectors including group health and ancillaries, benefit consulting, customer service, operations, account management and provider contracting.

She holds insurance agent licenses from both Pennsylvania and New Jersey in Accident and Health. She is an active member of the Health Care Committee of the Greater Lehigh Valley Chamber of Commerce, the Greater Philadelphia Association of Health Underwriters and the National Association of Health Underwriters. ▀

Preferred Vendor Fair Held



On June 13, 2006, a Preferred Vendor Fair was held in Bethlehem for Valley Preferred physicians and practice managers. Vendors present were: Aramark, Caligor Medical, DSSI, Fine Art Resources, Fraser, hireVision, Manpower, Nixon Medical Wear, Offix Systems, One Wireless World, Phoebe Floral, Rose Consulting, The Cardinal Group and Valley Preferred.



Preferred Vendor Program UPDATE

Here are the newest partners in Valley Preferred's Preferred Vendor Program. Contact them for SPECIAL SERVICES AND PRICING. Check out our complete list of Preferred Vendors on-line at

valleypreferred.com

- ◆ **DIVERSIFIED STORAGE SOLUTIONS, INC. (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. Visit spacesaver.com to learn more or call Linda Baker at 215-350-7102 for a free space assessment at your facility.
- ◆ **HIREVISION** takes the headaches out of hiring new personnel by handling the entire pre-hiring process for you—from writing recruitment ads, pre-interviewing applicants, checking backgrounds/references and much more. They also help with employee retention management and human resources consulting, including the latest HR practices and laws. For more facts, visit hirevisiongroup.com or call 610-443-0119 and ask about free seven-year background checks and more.
- ◆ **OFFIX SYSTEMS** is a full-service provider of office systems and workstations, waiting rooms and healthcare furniture, audiovisual and telecommunications systems, wood furniture and casegoods. They provide design and space planning services and can also restore and remanufacture your existing furniture. For more facts, visit offixsystems.com or contact Barbara Rae Baird, Vice President of Marketing & Business Development at b.rae@offixsystems.com.

Compliance with OSHA's Bloodborne Pathogen Standard, 1910.1030 – **NIXON MEDICAL WEAR** is a provider of textile needs (gowns, labcoats, scrubs, hampers, laundering, repairs, etc.) that are in full compliance with OSHA Bloodborne Pathogen Standard, 1910.1030. For more facts visit nixonmedical.com or call Paul Capuano, Corporate Sales Director at 1-888-649-6687 or Renee Rosanue, Representative, at 1-267-228-3835.

- ◆ Please note that as of July 1, 2006, **ONE WIRELESS WORLD** no longer participates in the Preferred Vendor Program.

Looking for Health Insurance Options for Your Practice?

Lori Tucker, a Valley Preferred licensed health insurance specialist, can assist with the selection process and place a policy on your behalf. Contact her at 610-969-0237 or e-mail lori.tucker@valleypreferred.com.



Lori Tucker, Preferred Vendor Program

Valley Preferred Spirit of Courage Award: Honoring Our Hometown Heroes


In an effort to showcase the courage of ordinary individuals who perform extraordinary feats of bravery to help others, Valley Preferred is proud to team with the Burn Prevention Foundation and the Regional Burn Center at Lehigh Valley Hospital in launching the new Valley Preferred Spirit of Courage Award Program.

“This unique new award provides a special opportunity to recognize heroes in our communities for their valor in the prevention of burn injuries and to thank the people who have nominated them,” says Daniel Dillard, Executive Director of the Allentown-based Burn Prevention Foundation.



Following a search throughout Eastern PA and Western NJ, nominations have been received for award candidates who risked their lives to save others from a burn or death by fire. A second part of the program—the Partners in Prevention Award—is to honor those who have done an outstanding job of promoting fire safety and burn prevention education in the community. Both awards are for activities performed between June 1, 2005 and May 31, 2006. Other criteria for both awards are available at burnprevention.org.

Award winners will be honored at the inaugural Valley Preferred Spirit of Courage Award Celebration on Sept. 21, 2006 at Lehigh Valley Hospital-Muhlenberg, Bethlehem, PA. Valley Preferred is sponsoring the awards program for three years to raise public awareness about burn safety and prevention, according to Gregory Kile, Executive Director of Valley Preferred. “This commitment is the culmination of our long standing partnership and support of the Burn Prevention Foundation,” Kile stated. “Our objective is to enhance the health of our communities through enhanced awareness of burn safety.”

Tickets to the Awards Program will be available to the general public as well as corporate sponsored tables. 

Other Valley Preferred Sponsorships

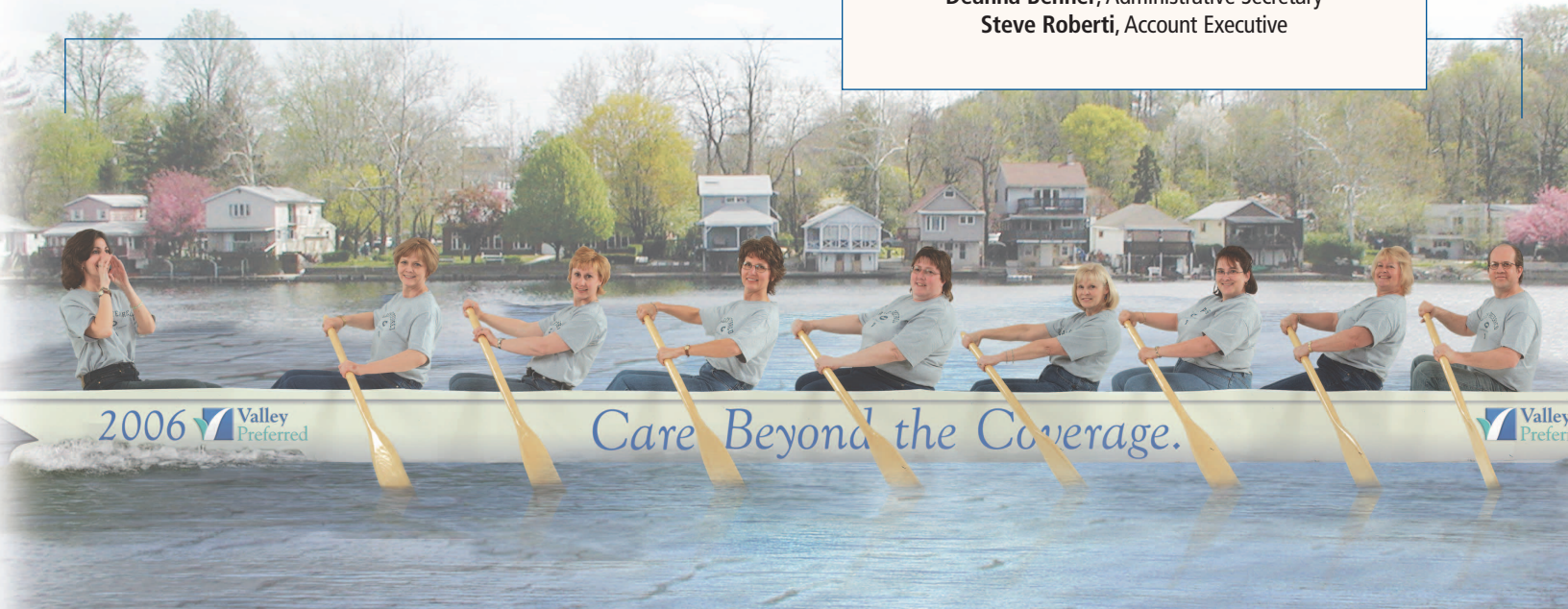
- June to September 2006
Lehigh Valley Velodrome
Valley Preferred is the Title Sponsor for the Professional Racing Series
- August 16-19, 2006
Lehigh Valley Hospital – Muhlenberg Summer Festival
- September 16, 2006
Lehigh Valley Hospital 11th Annual Nite Lites
- September 16-17, 2006
Team Tania MS150 City to Shore Bike Tour
- September 17, 2006
American Heart Association Lehigh Valley Heart Walk
- Burn Prevention Foundation Safety Lines Network (supports Safety News Bulletins for daycare centers)

Valley Preferred's WINNING CREW

When it comes to earning client confidence with responsive service and an even-keeled focus on Care Beyond the Coverage, Valley Preferred's crew is all pulling in the same direction.

(From left)

- Laura Mertz**, General Manager
- Selicia Chronister**, Sales Manager
- Lori Tucker**, Preferred Vendor Program
- Tina Werkheiser**, Coordinator, Sales and Marketing
- Cindy Hughes**, Sales and Marketing Assistant
- Kaye Long**, Client Support Representative
- Robin Feliciano**, Database Analyst
- Deanna Benner**, Administrative Secretary
- Steve Roberti**, Account Executive






Leading Health Insurer Teams with Valley Preferred to Offer New Plan Designed for Affordability

One of Pennsylvania's leading health insurance companies recently allied with Valley Preferred to create a new regional PPO health plan aimed squarely at lowering the cost of coverage.

Harrisburg-based HealthAmerica started offering its new "Lehigh Select" plan in July, 2006. It provides access to over 900 doctors and three Lehigh Valley Hospital campuses located within Valley Preferred's core geographic network, as well as other benefits unique to this new coverage plan. Lehigh Select is designed to answer the need for greater affordability among health plan choices for local employee groups. "The cost of employee health plans remains the #1 concern of companies across America," said Gregory Kile, Valley Preferred's Executive Director. "This new plan is structured to address that concern for Lehigh Valley employers in a meaningful way."

Lehigh Select is a three-tiered PPO plan that offers subscribers lower out-of-pocket costs when they visit Valley Preferred providers participating in the plan. A second-tier option offers access to a broader range of providers, but at higher out-of-pocket costs to the subscriber. Lower costs and less paperwork are benefits of either plan choice. "Whether they choose select providers with Valley Preferred, or HealthAmerica and HealthAssurance participating providers, employees will have lower, or no deductibles to meet, no claim forms, and no referrals to specialists," said Robert L. Dawson, President and Chief Executive Officer of HealthAmerica. "We look forward to collaborating with Valley Preferred to provide a comprehensive, and cost-effective, health care management program for employers in the Lehigh Valley."

HealthAmerica has been in business over 30 years and provides health coverage for over 700,000 members through 12,000 employers groups across the Commonwealth.

For more information, please refer to the Lehigh Select material recently mailed to your practice. 

Good to Excellent
100%




Customer Satisfaction Survey Results: New High for Valley Preferred Service Quality

We care what our customers think. So every year Valley Preferred distributes a Customer Satisfaction Survey to clients and associated third party administrators. Results of the most recent survey are in and we're pleased to announce that **100% of responders rated Valley Preferred as "Good/Excellent" for Quality of Service in 2005.**

Valley Preferred's objective each year is to provide clients with quality service, and access to educational services and material to support their interests as health care consumers.

Much was accomplished during 2005: Valley Preferred's website was enhanced to provide an interactive feature "Valley Preferred At-A-Glance," as well as an improved Provider Directory, new health calculators, Health Risk Assessment and Request for Quote forms, on-line client newsletter, educational resources and links to other payer websites and directories, along with access to audio advertising. In addition, a new Valley Preferred capabilities brochure was developed, plus we hosted our 1st Annual Client Health Fair.

The 100% Quality of Service rating of "Good/Excellent" has exceeded our previous 89% record and reflects the dedication of our staff. We will strive to maintain this level of excellence in 2006 by responding to client interests with increased focus on worksite wellness initiatives, plan design consulting and disease management programs. 

About Our Staff



Steve Roberti, Account Executive

Although Steve Roberti may be a new face among Valley Preferred staff, he holds a wealth of knowledge in small employer benefit plans, including health, disability, life and vision. He was recently promoted from Client Support Representative to Account Executive and is responsible for assisting businesses in the 2-50 employee fully-insured market with health insurance inquiries.

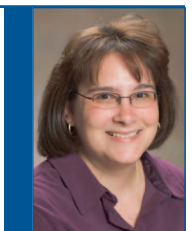
A Pennsylvania-licensed health insurance agent in Life, Accident and Health, Steve also provides presentations at Valley Preferred's bi-monthly health insurance seminars.

Prior to Valley Preferred, Steve was employed with local health insurance carriers providing solutions for small group businesses.

A Jim Thorpe resident, Steve enjoys playing guitar and traveling with his family. He was named Employee of the Month in May, 2006.

Robin Feliciano, Database Analyst

Robin Feliciano, previously an Account Executive with Valley Preferred, was appointed Database Analyst within Sales and Marketing. A 6+ year veteran of Valley Preferred, she will handle the daily analysis of claims and eligibility inquiries.



Health Insurance Seminars 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.

For location and to register, please call **610-402-CARE**. Visit valleypreferred.com for additional seminar dates.

For groups of more than 50 employees, call Valley Preferred directly at **610-969-0480**.

Scheduled seminar dates: **Tuesday, September 12 1:30 p.m.** • **Tuesday, November 14 1:30 p.m.**

Preferred EAP Seminars

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

— **FREE to Valley Preferred business clients** —

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

Where to Step In, EAP Training for Managers and Supervisors Wednesday, September 13, 9-11 a.m.

Participants learn the components of an EAP, how to use the EAP as a management tool with a focus on identifying performance problems in an employee, intervening techniques to encourage improvement, Coaching vs. Counseling an employee and making a formal referral to EAP. Included is a group exercise practicing the Six Step Intervention Technique for dealing with a troubled employee situation.

A Time of Transition – Dealing with Change in the Workplace Wednesday, September 20, 9-11 a.m.

Change is a constant in today's fast paced economy. Employers are striving to survive in a competitive marketplace. Survival often means changing work processes to succeed. Employees are forced to keep up with the changes. Attend this seminar to learn strategies to better deal with change.

Creating A Culture of Respect Wednesday, October 11, 9-11 a.m.

In today's workplace, so much depends on being able to work well with differences. Understanding diversity and learning to welcome the differences in the workplace is the focus of this training. When employees feel valued and part of a team that is working for a common goal, harmony results. Learning to value the unique contributions each employee/co-worker brings into the workplace in spite of the diversity/differences that exist is the key to developing good work relationships. This results in each member of the work team contributing to creating a culture of respect in his or her work area.

Overcoming Negativity in the Workplace Wednesday, October 18, 9-11 a.m.

Participants will learn three 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.

How to Develop a "Difficult People" Immunity Thursday, November 9, 9-11 a.m.

Why do we need to understand difficult people? How can that be simplified? Attend this presentation and learn what makes difficult people "tick" and how attendee's can develop immunity from the effects of difficult behavior. There is no need to "sit and suffer"! Understanding the sources and the rewards of difficult behavior will help attendees' gain a new perspective. As a result, new options for dealing with difficult situations will become more apparent and the risk of becoming a victim of the difficult behaviors will be reduced.

Let's Talk About Anger Management Thursday, November 16, 9-11 a.m.

Anger is a normal emotion and if expressed clearly and in moderation it can be beneficial. But anger is also a strong emotion and if not expressed appropriately can negatively impact the workplace. Chronic complaints, isolation, tension and gossip can be symptoms of unresolved or unhealthy anger. This training will focus on assisting you in developing an understanding of your anger, the common causes of anger, how to work through anger in a productive manner and discuss the four steps to anger management.

Taking Control of Your Stress Tuesday, December 12, 9-11 a.m.

Stress is a normal part of life. It is what excites us and motivates us to achieve. Too much stress can be overwhelming. The challenge to managing your stress is making changes to improve your coping skills. Attend this seminar to learn strategies and techniques to deal with the stress in your life.

The Balancing Act: How to have a Rewarding Professional and Personal Life Tuesday, December 19, 9-11 a.m.

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.

Radio Show Hosts Tap Valley Preferred Physicians

Care Beyond the Coverage hit the talk show airwaves recently as two Valley Preferred doctors served as guest authorities on two popular local radio programs.

Executive Medical Director John Jaffe, M.D. was the guest of PGA Pro Jim Muschlitz on ESPN Sport's "Golf Show." In this live broadcast, Dr. Jaffe advised listeners on the importance of skin protection while on the links.

Medical Director Jack Lenhart, M.D. was the guest of host Kelly Travis on "Lehigh Valley Sunday Morning" to offer medical perspectives on diabetes prevention and management. The show was pre-taped and aired on Cat Country 96.1 and Soft Rock 100.7.

Recordings of both shows are in the Valley Preferred archives and available for educational uses. Please direct requests to Tina Werkheiser at 610-969-0381.

Stars and Speed Excite Valley Preferred's Physician Night



More than 120 attended Valley Preferred's June 9th Physician Night at the Lehigh Valley Velodrome, including LVPHO physicians and their families. The event was held in the Velodrome's new VIP Infield Lounge and Dining Area, where guests experienced upfront cycling action.

Dr. John Jaffe, Executive Medical Director of Valley Preferred, speaks with Service Electric TV2 about Valley Preferred's title sponsorship with the Lehigh Valley Velodrome.

Response to Electronic Medical Records Survey

Below is a summary of the results from the Lehigh Valley Physician Hospital Organization Electronic Medical Records (EMR) Survey in which you may have participated. The information provided in this survey has been very helpful in formulating our plans to help practices implement and acquire EMR.

- 372 of 906 physicians completed the survey (Response rate = 41%)
- PCPs accounted for 38% of the completed surveys; specialists accounted for 62% of the completed surveys
- 96% of respondents use computers in their medical practice, with the primary uses being for billing and appointment scheduling
- 26% of the respondents reported having an EMR in their practice
- 66% of respondents anticipate adding an EMR in the future, with 50% of these anticipating adding it within the next year
- Over 40% of respondents have not yet identified an EMR vendor
- 52% of respondents would find it helpful to receive guidance regarding vendors from the LVPHO
- Providers reported a wide range in terms of the amount that they would be willing to spend as a **one-time investment** in EMRs for their practice. The most frequently reported range was \$15,000 - \$25,999, which 55 providers reported
- Providers reported a wide range in terms of the amount that they would be willing to spend as an annual **support fee** for EMRs for their practice. The most frequently reported ranges was \$3,000 - \$5,000, which 51 providers reported

The LVPHO continues to explore ways of supporting the introduction of these systems into physician practices and will be communicating these initiatives as they develop. 🚀



Back with Class. Building on the success of last season's "Simple Lesson" marketing theme is Valley Preferred's new "Classmates" outdoor design shown above. Supporting media include new radio, direct mail and print efforts. All are slated to be launched at strategic times this summer. For more facts, visit valleypreferred.com and click on **About Valley Preferred**.



Valley Preferred has won "The 2006 Communicator Award of Distinction" for its creative marketing campaign through Keenan-Nagle Advertising, Inc. The Communicator Awards program is an international competition based in Arlington, TX.

< Provider Relations News > More on the NPI Number

Beginning May 23, 2005, Health Care Providers were able to apply for their **National Provider Number (NPI)**. If you are a Health Care Provider this number will be your standard unique I.D. number. This number must be used when filing electronic claims, beginning in May of 2007. Other claim filing methods will require this unique number by May, 2008.

You may **apply** for your **NPI number** by phone at 1-800-465-3203 or by downloading an application by visiting <https://nppes.cms.hhs.gov>.

New Valley Preferred Physician Members

Anatomic Pathology
John K. Choi, M.D.

Anesthesiology
Rene L. Pristas, D.O.

Emergency Medicine
Emily C. Fry, M.D.
Andrew C. Miller, D.O.

Family Practice
Scott G. Marsteller, M.D.
Stephen J. Miller, D.O.
Theresa A. Piotrowski, M.D.

Gynecology
John R. Hratko, M.D.
Sandra C. Thomas, D.O.

Infectious Disease
Joseph L. Yozviak, D.O.

Internal Medicine
Carlos L. Colon, M.D.
Catherine M. Glew, M.D.
Simrat Kaur, M.D.

Pediatric Cardiology
Raquel M. Pasimio, M.D.

Pediatrics
Gwendolyn S. Chung, M.D.

Physical Medicine & Rehabilitation
Phillip R. Bryant, D.O.

Podiatry
Adam J. Teichman, D.P.M.

Radiology
Derang M. Gor, M.D.

Join THE VALLEY PREFERRED TEAM at the 2006 American Heart Association's "Lehigh Valley Heart Walk"

Sunday, September 17 at Guardian Insurance, Lehigh Valley Industrial Park IV (Routes 512 & 22)

- Activities/Registration begins at 9:00 a.m.; Walk begins at 10:00 a.m.
- Walkers raising more than \$25 will receive their choice of a Valley Preferred t-shirt, hat or visor.
- Refreshments will be available at the walk.

Organize a team of co-workers, family and friends, and join the Valley Preferred Team. Contact Tina Werkheiser, Team Leader, at 610-969-0381 or e-mail: tina.werkheiser@valleypreferred.com for more information.



Valley Preferred Team at 2005 Heart Walk

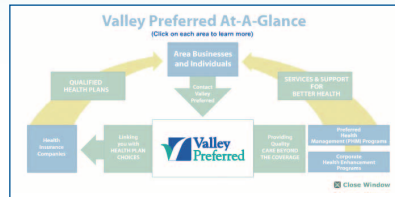
Lehigh Valley Physician Hospital Organization, Inc.

610-969-0480 • 610-969-0485

Visit valleypreferred.com • preferredeap.org • spectrumadministrators.com

Gregory Kile
Executive Director
John Jaffe, M.D.
Executive Medical Director
Jack Lenhart, M.D.
Medical Director
Jonathan Burke, D.O.
Associate Medical Director

Louis Bottitta
Director, Information Technology
Selicia Chronister
Sales Manager
Joseph Felix
Director of Operations
Laura Mertz
General Manager
Susan Phifer, R.N., C.C.M.
Director, Preferred Health Management
Patricia Sarik
Director, Provider Relations



A key feature of our website — 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:
Valley Preferred
2166 S.12th Street, Suite 401
Allentown, PA 18103-4799
e-mail
tina.werkheiser@valleypreferred.com,
call 610-969-0381, or
fax 610-969-0439.