

Please Route:

- Physician
- Office Manager
- Other _____

Visit our web site at valleypreferred.com

Care Beyond the Coverage.

Fall 2009

Clinical Corner

New for 2009

Quality Improvement Program Specialty-Specific Workgroup Project

A Specialty-Specific Workgroup Project, as part of Valley Preferred's overall Quality Improvement Program, was developed to assist physicians in enhancing patient care for their specific specialty. The workgroup project has created the means for a better flow of clinical information (from physician/patient interactions) to Valley Preferred network resources. This information is then used to measure and improve quality standards for participating physicians and practices, and ultimately produce better health care delivery for the Valley Preferred insured membership population.

Specialty-specific workgroups choose and design their own program, and submit their ideas for improvement/measurement to a Valley Preferred Health Services representative.

Valley Preferred compensates physicians for their time and effort in the Quality



Improvement Program, paying for documented time invested, including time spent for meetings, participation in a variety of programs like committee participation and the Valley Preferred Speakers Bureau, and other related activities. Measurement periods for the plan run on the calendar year from January 1 to December 31.

The first year of the Specialty-Specific Workgroup Project is now entering its fourth quarter and "proceeding very smoothly on all fronts," according to Jack Lenhart, MD, Valley Preferred's Medical Director. Results of the 2009 program will be reported in Spring, 2010.

A partial list of specialty-specific workgroups currently participating in the project include:

- LVHN Department of Anesthesiology
- LVHN Department of Emergency Medicine
- LVHN Department of Medicine: both Cardiology and Gastroenterology Divisions
- LVHN Department of Obstetrics and Gynecology
- LVHN Department of Orthopedic Surgery
- LVHN Department of Pediatrics
- LVHN Department of Surgery: General Surgery Division
- LVHN Department of Surgery: Trauma Division
- LVHN Department of Vascular and Endovascular Surgery
- Pain Specialists of the Greater Lehigh Valley
- T. Kumar Pendurthi Surgical Association
- Urological Associates of Allentown
- And more

Specialists & PCPs:

Interested in Joining the Quality Improvement Program?

As a Valley Preferred network specialist or PCP, you are warmly invited to join Valley Preferred's Quality Improvement Program. Benefits of joining include:

- Engagement in a nationally-recognized, locally-managed program to improve clinical performance and patient outcomes through progressive measurement and the appropriate application of best practice standards.

- New opportunities to improve the state of local health care by sharing professional expertise with peers on specific committees and in outreach programs.
- Financial compensation for time and effort expended.

If you are interested in joining this program, please contact Amber Thompson, Project Coordinator at 610-969-0038.

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New Meetings

- **GLVIPA Annual Membership Monday, January 25, 6 p.m.**
Auditorium, Lehigh Valley Hospital—Cedar Crest (Teleconference available at Lehigh Valley Hospital—Muhlenberg/ECC-C)
- **GLVIPA Board Thursday, December 10, 7 a.m.**
Kasych ECC 10, Lehigh Valley Hospital—Cedar Crest
- **LVPHO Board Tuesday, December 8, 7 a.m.**
Management Suite Board Room, Lehigh Valley Hospital—Cedar Crest

THE *New* VALLEY PREFERRED WEB SITE:

At the core of Clinical Integration is having “the means to generate precise information and share it with key caregivers in a timely and efficient manner.”

Much of this description could be applied to Valley Preferred’s exciting and informative new web site.

If you have visited valleypreferred.com since it was launched in July, you’ve experienced the many new

tools and portals we’ve added to help Valley Preferred network physicians and practices equipped with the latest information from Valley Preferred.

And if you haven’t yet visited this dynamic new web site...there’s no time like now! Here’s a look at just a few of the features on the new, improved and ever-evolving...valleypreferred.com.

HEALTH CARE PROVIDER

Physicians and Practices source for:

Health Services

- Health Support
- Physician Engagement
- Quality Improvement
- Clinical Practice Guidelines



Preferred Vendor Program

- Meet Your Account Executive
- Provider Health Insurance Options
- Vendor Spotlight
- New Vendor
- Preferred Vendor List

Clinical Collaborative Products

- HealthAmerica: Lehigh Select
- UnitedHealthcare: Valley Series

BeneFITSM (Health Education & Wellness)

- Health Risk Assessment
- Health Calculators
- Preferred Adviser Newsletters
- Speakers Bureau
- Worksite Wellness FAQs
- Preferred EAP
- Health Services

Valley Preferred Bulletin & Quick Reference Guide

Contracted Health Insurance Companies

Health Support

- Disease Management
- Population Health Management
- Utilization Review
- Case Management

Physician Engagement

- Nurse Support
- Pay-For-Performance
- Physician Self-Audit
- Information Technology Assistance
- Results

Quality Improvement

- Quality Improvement Initiatives
- Pay-For-Performance
- Physician Self-Audit
- Shared Quality Efforts

Clinical Practice Guidelines

- Asthma
- Congestive Heart Failure
- Coronary Artery Disease
- Diabetes Mellitus
- General Adult Preventive Care
- General Pediatric Preventive Care



What's in it for Physicians and Practices

Provider Search/Service Map

Gives members access to all physicians, practices, hospitals and ancillary services in the network. Includes all relevant contact information and geographic location on map.

What Do You Think of Valley Preferred's New Web Site?

Explore valleypreferred.com now and share your opinions of our new web site by e-mailing tina.werkheiser@valleypreferred.com.

We value your opinion!

Video: Why Choose Valley Preferred

Two-minute video explains Valley Preferred's role in business health, and how our services, plus products offered through contracted health insurance companies benefit employers, employees and their families.

Calendar/Events

Provides current look at Valley Preferred's upcoming community happenings, seminars and related events.

Health Tips & Topics

Information from Valley Preferred clinicians and others to help individuals achieve optimal health, including healthy aging, weight management, and coping with stress and depression.

Media Library

Includes Valley Preferred annual reports, newsletters, radio, AAPPO white papers and more.

News

Relevant information about Valley Preferred.



Improving Health of Local Businesses is Goal of Valley Preferred's New Marketing Campaign



Healthier employees mean less cost and increased productivity for their employers. And a logical start to creating healthier employees is to contact the experts at Valley Preferred...the local business connection for more health plan choices through multiple contracted insurers, more service, and more health and wellness programs.

That's the essential message of a new multi-media marketing campaign recently launched by Valley Preferred. The theme "Our business is making yours healthier" will pervade the Lehigh Valley Metropolitan Statistical Area through a strategic mix of radio, e-marketing, print ads (left), direct mail and high-traffic billboards (above).

This year's campaign adds a new twist with a campaign targeted directly to the all-important health insurance broker community. The adapted message is "Our business is making yours healthier." Valley Preferred will reach this target audience through trade web sites and publications, e-marketing, direct mail and informational events.

Award-winning performances for Valley Preferred's radio commercials were delivered by talent Haley Mertz (shown here in the sound studio) on three previous campaigns. She continues as the featured voice for radio in the 2009-2010 campaign as well.



Valley Preferred Wins Honors In National Awards Programs

Valley Preferred has been named the winner of seven awards in two national advertising competitions. The health care industry's largest awards program, the 26th Annual Healthcare Advertising Awards sponsored by Healthcare Marketing Report of Atlanta, GA, awarded Valley Preferred six awards, including two Gold Awards. The 15th Annual Communicator Awards, sanctioned by the International Academy of the Visual Arts of New York, NY, awarded its Silver Award of Distinction. Both programs accorded top honors to Valley Preferred's radio ad entry, featuring vocal talent by 14-year-old Lehigh Valley native Haley Mertz and Olympic gold medal cyclist Marty Nothstein. Award winning entries were created in concert with agency Keenan-Nagle Advertising of Allentown, PA.



New Valley Preferred PHYSICIAN MEMBERS

Anesthesiology

Scott R. Dubow, MD

Cardiology

Matthew W. Martinez, MD

Diagnostic Radiology

Anne L. Moch, MD

Emergency Medicine

Matthew D. Cook, DO
Stella N. Kalantzis, DO
Laura M. Mory, MD
Michael C. Nguyen, MD
Tara C. Sheets, MD
Robert J. Tomsho, Jr, DO

Family Practice

Kristin A. Bresnan, MD
Jennifer L. Reif, DO
Kristin C. Reihman, MD
Daniel M. Spatz, Jr, MD

General Surgery

Paul B. Cesanek, MD

Hematology & Oncology

Usman Shah, MD

Internal Medicine/General

Meena Agarwala, MD
Brian J. Costello, DO
Jeffrey M. Hostetter, DO
Ahmad M. Mizyed, MD

Internal Medicine/Geriatrics

Anita Rohatgi, MD

Neonatal-Perinatal Medicine

Nachammai R. Chinnakaruppan, MD

Nephrology

James P. Reichart, II, MD

Obstetrics & Gynecology

Sandra L. Curet, MD

Ophthalmology

Avani Shah, MD

Oral & Maxillofacial Surgery

Jaime M. Cernansky, DMD

Pediatric Hematology & Oncology

Anderson B. Collier, III, MD

Pediatrics/General

Anita C. Daniels-Rodriguez, MD
Mahim Shah, MD

Physical Medicine & Rehabilitation

S. Todd Bernstein, MD

Pulmonary Medicine/ Critical Care Medicine

Joseph R. Paprota, MD
Rita M. Pechulis, MD
Dorothea T. Watson, DO



Another Record-Setting Success as Over 500 Gather to Honor Heroes at 2009 Valley Preferred Spirit of Courage Award Celebration

Yet another attendance record was set at the Fourth Annual Valley Preferred Spirit of Courage Award Celebration as more than 500 gathered at Lehigh Valley Hospital–Muhlenberg on Tuesday, October 6, 2009. The event honors those who risked their lives to save

others from a burn or death by fire and also those who have done an outstanding job of promoting fire safety or burn prevention education. Proceeds from the evening support the work of the Burn Prevention Foundation and the Lehigh Valley Health Network Regional Burn Center and Burn Recovery.

Three “Partners in Prevention” honors for fire safety education and prevention were awarded to: Jacqueline Umberger of the Chambersburg Fire Department; the Saucon Valley Fire Safety Coalition; and Ralph Slider, a retired deputy chief with the Allentown Fire Department.

Five “Valley Preferred Spirit of Courage Awards” were bestowed upon: private citizen William Harrison and Robert Morcom of Honesdale EMS; Christopher Stoudt and Lt. Derrick Weand of Temple Fire Company and Deputy Chief Dean Yeager of Goodwill Fire Company, all of Muhlenberg Township; Capt. Paul Triano of Scranton Fire Department; Brian Moore of the West Hazleton Fire Department; and Scott Christman and David Roberts, both officers with the Pennsylvania Fish and Boat Commission.



Valley Preferred Executive Director and CEO, Gregory G. Kile, congratulates award recipients from the Saucon Valley Fire Safety Coalition.

While all the episodes of rescue were stirring, the emotional capstone came when burn survivor, John Capanna, received The Phoenix Award and related his decades-long struggles of burn survivorship, hope and self-discovery. He now helps other survivors and recently spoke at the World Burn Congress.

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 Burn Recovery, and B. Daniel Dillard, Executive Director of the Burn Prevention Foundation. Media personality and firefighter Ken Matthews served as Master of Ceremonies and Pennsylvania State Fire Commissioner Ed Mann was Honorary Chairman of the program.



Partners in Prevention Award winner Ralph Slider (left), Allentown Fire Dept. retiree and fire safety educator, with his nominator, Steven Schneider, Western Salisbury Fire Dept.



Burn survivor John Capanna (left) receives The Phoenix Award from Pennsylvania State Fire Commissioner, Ed Mann.



A Very Special Thank You to the sponsors who helped to make the Fourth 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 and Burn Recovery.

- Sponsors:** Adams Outdoor Advertising • Allentown Brew Works • CC Inc. Construction Services • Cetronia Ambulance Corps • Clover Hill Vineyards & Winery • Crystal Signatures • Daniel & Rochelle Lozano • DGA Partners • Embassy Bank • George E. Moerkirk Emergency Medicine Institute • Highmark Blue Shield • Horrocks Fire and Rescue Apparatus • Image Works • Integra Extremity Reconstruction • Jeanine Johnson • Keenan-Nagle Advertising • Kistler O'Brien Fire Protection • Lehigh Valley Health Network • Lehigh Valley Health Network Department of Surgery • Lehigh Valley Health Network Division of EMS • Lutron • MP Uniform & Supply • North Star Construction Management • Post & Schell • PPL • Service Electric Cable TV & Communications • Shellhamer Emergency Equipment • Smith & Nephew • Sodexo • Spectrum Administrators • Valley Preferred

Customer Satisfaction Survey Results Hit New High



Quality of Service

This year's Customer Satisfaction Survey used a more sophisticated research methodology and reached more Valley Preferred customers than ever before.

It also yielded the most encouraging results ever in our ongoing quest to keep customers pleased with our services.

Overall ratings for the Quality of Service and Quality of Reference Material categories yielded 100% responses in the “Good to Excellent” range. This percentage is gratifying testimony to the commitment Valley Preferred Sales and Marketing Department has to enhancing our customers experience with obtaining *Care Beyond the Coverage*.



Quality of Reference Material

SHREDDING YOUR COSTS: Rely on Records Management and Archiving to Assist

No matter how hard we try, it seems that we'll never get completely away from using paper. Even with practices converting to EMR, some are still printing out information and storing charts and files. And with everyone looking to save in every area possible, more and more practices are storing boxes in their facilities and using staff to shred documents.

"A problem we tend to see is that many businesses continue to store their documents in their basement or attic, and don't anticipate the potential for flooding or even worse, a fire. Others are relying on their staff to shred the documents," says Bob Dress, Records Management and Archiving Data Services Consultant. "We understand the need for businesses to save money, but these are not the best solutions."

When you have offsite records storage and destruction, you can lower your operating costs, improve employee productivity, create more value from information assets, and protect your organization from the risks of litigation, audit, and disaster. There are many government regulations that require the proper handling of document destruction, too, such as: Health Insurance Portability and Accountability Act (HIPAA).

Here are several benefits of document storage and destruction:

- **Safeguard** confidential information.
- **Decrease** costs associated with records storage and management.
- **Maintain** official and lawful accountability of records retention and destruction.
- **Reduce** liability and risk.
- **Efficiency:** Staff is able to locate your records and files just as quickly as with the standard filing method, and is able to return them to a safe storage location even faster.
- **In the event of a fire:** The odds of losing all of your documents are significantly lowered.
- **In the event of a security breach:** A person would need access to our computer system in order to locate the files he or she wants.

If you're going to use or currently use a records storage and shredding company, here are some things to look for:

- HIPAA Compliant
- Secure facility
- Certification of Destruction
- Facility is not located near or on a flood plane.
- They are able to pick-up and deliver your documents in a timely manner.
- A clear and concise bill listing your charges

Last, but not least, if you still choose to store your boxes in your facility or shred documents in-house, keep these in mind:

- Keep your files/boxes in a secure area.
- Make sure you have smoke alarms as well as an alarm system in your facility.
- If you have documents for shredding, keep them in a locked area until they're destroyed.
- Purchase a heavy-duty shredder that does not leave big pieces of information.

Records Management & Archiving

As the exclusive vendor for document storage, shredding and data vaulting, Records Management & Archiving offers a discount on all services. If you're currently using another service provider, they will provide a 10% discount for document storage and a 20% discount for shredding on your current invoice. For a FREE quote, to set up an account, or for additional information, please contact Bob Dress of Records Management and Archiving at 484-866-2409.

Preferred Vendor Program UPDATE

Visit our complete list of Preferred Vendors online at valleypreferred.com (click **HEALTH CARE PROVIDER**, then **Preferred Vendor Program**)

NEW ♦ **1-800-DryClean** – A new exclusive vendor for personal dry cleaning services, replacing American Drycleaners. **1-800-DryClean**'s goal is to provide you with the highest quality garment cleaning, tailoring and shoe services available. **1-800-DryClean** understands that families and physician practices are now busier than ever before and need to find ways to manage their time and responsibilities both at work and home. When it comes to reliable and convenient dry cleaning and laundry services, **1-800-DryClean** is at your service! For additional information or to set up your office or personal residence with an account, please contact Bill Moro at 484-809-7660.

♦ **Aaron Resources** – Are you looking for a receptionist? Having trouble finding a nurse for your practice? **Aaron Resources** can help. Located in Allentown and Hazleton, **Aaron Resources** can place you with quality temporary office help no matter what position you need to fill. For more information, contact Linda Queral at 610-433-8000 ext.19.

♦ **TeleQ Network Solutions** – Do you need help with purchasing an EMR program for your practice, but don't know where to start? **TeleQ Network Solutions** can help find the best EMR program to fit your practice needs. To get help on EMR, or for I/T and telecommunications solutions and services, contact Trip Wheeler at 610-354-9191.

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.

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 Joe at **610-969-0237** or e-mail joe.candio@valleypreferred.com.

Joe Candio, Jr., Preferred Vendor Program



2009 VALLEY PREFERRED CORPORATE CHALLENGE TEAM

First Row (L-R):

Wayne Dubov, MD (Valley Preferred physician), **Janet Hower** (Valley Preferred), **Sarah Lambert** (LVHN), **Pamela Maurer** (LVHN), **Eileen Coil** (LVHN), **Julie Antidormi** (LVHN), **Patrick Kincaid** (Spectrum Administrators)

Second Row (L-R):

Sallie Urffer (LVHN), **Luis Puentes** (LVHN), **Steve Lehman** (Coach and Valley Preferred's Celebrity Rider for Team B), **Scott Butler** (Valley Preferred's Celebrity Rider for Team A), **Angelo Procaccino** (LVHN), **Gary Riddell** (LVHN), **Richard Boorse, MD** (Team Captain and Valley Preferred physician), **Beth Karoly** (LVHN), **Kim Procaccino** (LVHN)

ABOUT OUR STAFF

Lori Fink *Provider Relations Representative*

Lori Fink has joined Valley Preferred as Provider Relations Contracts Representative and will be responsible for assisting with physician participation and credentialing audit procedures, contract review, implementing Valley Preferred's policies and procedures, and educating physician practices on Valley Preferred's clinical collaborative efforts.

Lori has more than fifteen years of experience in the health care industry handling contracting and recruitment. She holds a degree in Computer Information Science, Medical Billing and Coding from Northampton Community College.



Kevin Hausmann *Broker Service Specialist*

Kevin Hausmann has joined Valley Preferred as Broker Service Specialist. He is responsible for educating the health insurance broker community on Valley Preferred's efforts toward clinical integration, BeneFIT health education and wellness programs, and its clinical collaborative products. More specifically, Kevin will

work with brokers to further their knowledge and understanding of Valley Preferred's role and collaborative clinical efforts with payer partners, assist with employer or employee presentations regarding our network, structure, additional services and assist with connecting brokers to our payer partners.

Obtaining his degree in finance and accounting from DeSales University, Kevin has nearly 10 years of sales and marketing experience in the insurance and finance industry. Kevin is Pennsylvania-licensed in Life, Accident and Health.

Mary Harris, RN *Accreditation Coordinator*

Mary Harris, RN, has joined Valley Preferred as Accreditation Coordinator. She is responsible for developing and implementing protocols to assure Valley Preferred's Disease Management Program meets the highest quality standard. Obtaining her nursing degree from St. Luke's School of Nursing, Mary has more than 10 years of critical care nursing experience with Lehigh Valley Health Network.



Wayne Dubov, MD, leads men's scratch race.



Richard Boorse, MD, (on left) warms up for corporate challenge.

Congratulations

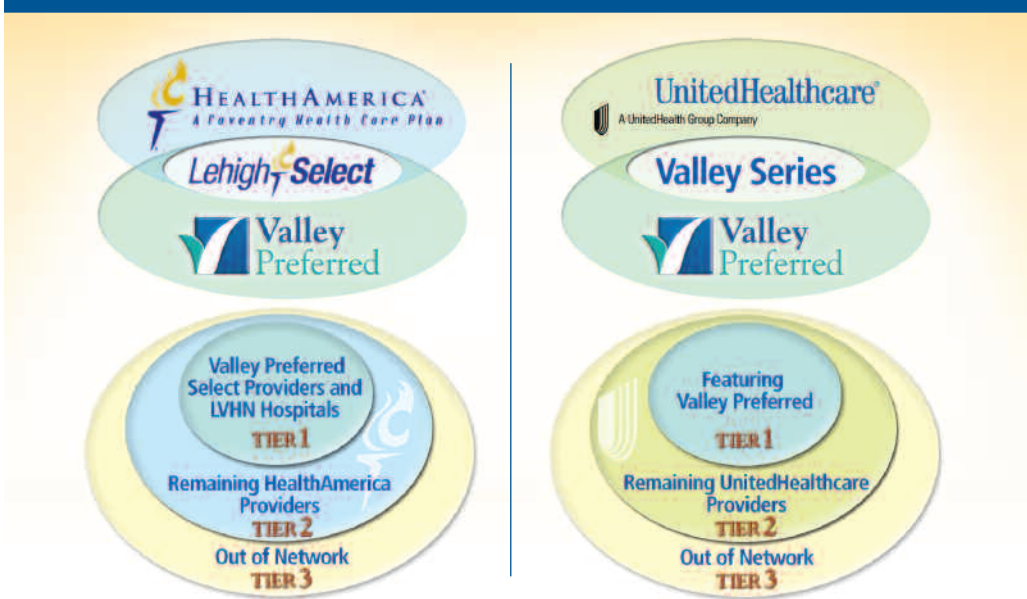
to the Valley Preferred Corporate Challenge Team who provided an excellent performance at the August 2009 Corporate Challenge Race—Valley Preferred Cycling Center. Our cycling athletes proved to be a crowd favorite, competing strongly among 16 Lehigh Valley corporate teams. Thanks for an electrifying showing and all the hard work it took to get to that level of the sport.



Lehigh Valley Physician Hospital Organization, Inc.
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Allentown, PA 18104-2351

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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. A three-tiered PPO plan, **Tier 1** offers employees lower out-of-pocket costs when they choose from Valley Preferred's 1,170 select providers. **Tier 2** offers access to a broader range of providers and **Tier 3** is out-of-network.

Valley Series suite of products are affordable three-tiered health plans that offer comprehensive disease management and wellness programs from UnitedHealthcare and Valley Preferred. **Tier 1** includes 33 of the region's hospitals and more than 3,000 physicians and health care professionals, featuring Valley Preferred; employees have lower out-of-pocket expenses. **Tier 2** offers employees care within UnitedHealthcare's national network. **Tier 3** is out-of-network.

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.

LVPHO
Lehigh Valley
Physician Hospital Organization, Inc.
610-969-0480 • 610-969-0485
Visit valleypreferred.com
preferredap.org
spectrumadministrators.com

- Gregory Kile**
Executive Director and CEO
- Jack Lenhart, MD**
Medical Director
- Louis Bottitta**
*Director
Information Technology*
- Selicia Chronister**
*Sales Manager
Valley Preferred*
- Joseph Felix**
Director of Operations
- Christina Lewis, RN, BSN, MPH**
*Administrator
Valley Preferred Health Services*
- 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*

Preferred EAP SEMINARS FREE to Valley Preferred member organizations
When you need to talk...there's someone to listen.

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.

- **Effective Communication and Effective Listening**
Tuesday, November 24, 9-11 a.m. (Lehigh Valley Hospital—Cedar Crest, Kasych Family Pavilion, Conference Room #10, Allentown)
- **The Balancing Act—Balancing Personal and Professional Life**
Tuesday, December 15, 9-11 a.m. (Lehigh Valley Hospital—Cedar Crest, Kasych Family Pavilion, Conference Room #9, Allentown)

To register, contact Preferred EAP at 610-433-8550, option 0 or 1-800-EAP-8878. Pre-registration is required. Please mention you are a Valley Preferred client. For additional information regarding Preferred EAP, visit PreferredEAP.org.

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; call 610-969-0381; or fax 610-969-0439.