

Please Route:

- Physician
- Office Manager
- Other _____

Visit our website at valleypreferred.com

Care Beyond the Coverage.

Spring 2009

Clinical Corner

Expanded Clinical Integration Efforts Providing New Opportunities for Physician Participation

Valley Preferred's Clinical Integration programs continue to grow, bringing with them new opportunities for network physicians. Here is a quick overview on how our latest advancements in Disease Management and Physician Engagement can benefit you, your patients and your practice.



OBESITY: New Disease Management Option

Designed to provide an effective clinical pathway for local patients caught in America's growing obesity epidemic, Valley Preferred's new Obesity Program is now encouraging physician referrals. This provides yet another avenue to deliver effective care for chronic condition patients, free up valuable office time and participate in the Valley Preferred Performance-Based Incentive Plan.

Valley Preferred now offers physicians seven Disease Management options for Choice Plus, Lehigh Select and Valley Series patients with chronic conditions:

- Asthma
- Congestive Heart Failure
- Diabetes
- Hyperlipidemia
- Hypertension
- Obesity
- Vascular

To refer a patient to the Obesity Program or any of our Disease Management programs, contact Valley Preferred's Health Management at 610-969-0417.

PEDIATRIC WELLNESS: New Opportunity for Physician Self-Audit Participation

An important component of Valley Preferred's Clinical Integration efforts is Physician Engagement through participation in our self-audit program. These are surveys in which charts of pre-determined patients are reviewed by the treating physician with outcomes compiled for reporting and annual Quality Improvement program purposes.

Valley Preferred's new pediatric preventive physician self audit provides a new opportunity for participation with compensation of \$75 for each completed and returned audit. Key measures for fulfillment include immunizations, screening/prevention for obesity, and screening/prevention for metabolic syndrome.

Valley Preferred now offers physicians eight Physician Engagement options with self-audit programs for...

- Asthma
- Congestive Heart Failure
- Coronary Artery Disease
- Diabetes
- General Preventive Health
- Pediatric Asthma
- Pediatric Wellness
- Women's Preventive Health

Specialists' Participation Opportunities Expanded, Too

With 2009 comes new opportunities for specialty physicians to participate in the growing Performance-Based Incentive Plan and Valley Preferred's Clinical Integration efforts with the addition of specialty workshops. The following specialties are currently participating in the Quality Improvement feature of this incentive plan:

- Cardiology
- Gastroenterology
- OB/GYN
- Orthopedics
- Pediatrics
- Trauma
- Urology
- Vascular Surgery

For more facts on compensation for participating in the Performance-Based Incentive Plan and how your practice can benefit, please contact Amber Thompson at 610-969-0038.

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New Meetings

- **GLVIPA Membership**
Monday, June 22, 6 p.m.
Auditorium, Lehigh Valley Hospital–Cedar Crest
(Teleconference available at Lehigh Valley Hospital–Muhlenberg/ECC-C)
- **GLVIPA Board**
Thursday, June 25, 7 a.m.
Kasych ECC 10, Lehigh Valley Hospital–Cedar Crest
- **LVPHO Board**
Tuesday, June 9, 7 a.m.
Management Suite Board Room, Lehigh Valley Hospital–Cedar Crest

Over 200 Attend Wellness Forum Focused on Improving Employee Health

A March 31 Wellness Forum hosted by Valley Preferred and HealthAmerica at Hotel Bethlehem brought the message to 200+ business representatives that reducing chronic disease by reducing health risk and changing unhealthy behaviors can assist with improving our health care dilemmas today. Valley Preferred and HealthAmerica sponsored and promoted the Wellness Forum entitled “The Power of Health is in Your Hands.”

“Investing in your employees’ health is one of the soundest investments your business can make,” said **Gregory Kile**, Executive Director and CEO of Valley Preferred. “Lifestyle changes do indeed reduce health risk. We hope you will promote a wellness culture at your place of employment and Valley Preferred is here to help in the process.”

“It makes sense that healthy people make for healthy companies,” says **David Crosby**, Regional President of HealthAmerica. “Employers can take important steps toward keeping people well and productive by starting a health promotion program.”

Four wellness experts addressed the forum participants with current medical research and wellness program suggestion. **Steven Aldana, PhD**, former professor of lifestyle medicine at Brigham Young University and current CEO and founder of WellSteps, presented “Improve the Bottom Line by Improving Employee Health.” Valley Preferred Medical Director, **Jack Lenhart, MD**, spoke on workplace wellness from the perspective of the Medical Director. HealthAmerica’s Vice President of Medical Affairs, **John Wallendjack, MD**, added insights from the same perspective. **Randy Snow**, four-time Paralympian, inspired the audience with his message, “Pushing Forward When Things Change.”



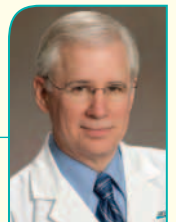
Four-time Paralympian Randy Snow inspired the audience with his motivational messages of courage and determination.

Dr. Lenhart Editorial on Health Care Cost Solutions Featured in *The Morning Call*

Valley Preferred’s stance on improving health value through prevention and wellness was just one of the many points made in an opinion editorial feature penned by Valley Preferred Medical Director, Jack Lenhart, MD and printed in the January 2, 2009 edition of *The Morning Call*.

Titled “Solutions for Better Health Care,” Dr. Lenhart focused on several critical priorities which must be heeded if we are to effectively manage health care costs, starting with a stronger emphasis on personal wellness. “If we are going to make an impact on the cost of health care,” he wrote, “we need to start by doing a better job of keeping patients healthy.” He also discussed the importance of how real health care reform must come from a true partnership of health insurance companies, government and its agencies, hospitals, employers, physicians and patients.

To read Dr. Lenhart’s full editorial, visit valleypreferred.com and click on News.



*Jack Lenhart, MD
Medical Director
Valley Preferred*

Two Local Solutions to Business Health Challenges



Valley Series suite of products are affordable three-tiered health plans that offer comprehensive disease management and wellness programs from UnitedHealthcare and Valley Preferred. When accessing the tier one option of a **Valley Series** plan, employees have lower overall out-of-pocket expenses. Tier one includes 33 of the region’s hospitals and more than 3,000 physicians and health care professionals, featuring Valley Preferred. Enrollees may also opt for care within UnitedHealthcare’s National Network.



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, **Lehigh Select** offers employees lower out-of-pocket costs when they choose from Valley Preferred’s 1,170 select providers. A second-tier option offers access to a broader range of providers.

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.

PROVIDER RELATIONS NEWS

EDUCATIONAL SESSIONS



- ◆ **9 a.m.** — Lehigh Valley Hospital–Muhlenberg, Educational Conference Center C&D
- ◆ **2 p.m.** — Lehigh Valley Hospital–Cedar Crest, Auditorium

To register, call Provider Relations at **610-969-0090** or fax the registration to **610-969-0439**.

Link to Valley Preferred's Monthly Bulletin and Quick Reference Guide

In the near future, Valley Preferred will be providing Valley Preferred physicians with online access to Valley Preferred Monthly Bulletins and Quick Reference Guides at valleypreferred.com. Watch for a notice coming soon from Provider Relations with access instructions and the go-live effective date. This online access will eliminate any direct mail issues and provide easier access to these resources.

General Pediatric Preventive Care

Valley Preferred Health Management has recently issued network physicians its new clinical guidelines for General Pediatric Preventive Care. Applicable for patients age 5 through 15, the guidelines include recommended immunization schedules, screenings for obesity prevention and metabolic syndrome, annual dental exam compliance, nutritional counseling and lifestyle risk assessments. For a copy of the new General Pediatric Preventive Care clinical guidelines, contact Ann Gallagher of Valley Preferred at 610-969-0460.

Clinical Guidelines for Six Chronic Conditions AVAILABLE ONLINE

Valley Preferred Health Management's six evidence-based clinical guidelines are available online at valleypreferred.com (click on Provider):

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

The guidelines were developed by Valley Preferred's medical leadership with recommendations from nationally recognized quality organizations, National Quality Forum (NQF) and Ambulatory Quality Alliance (AQA). Outcomes based on these guidelines are measured and included in the Valley Preferred Performance-Based Incentive Plan.

ABOUT OUR STAFF

Catherine DeFranco, RN

Catherine DeFranco, RN has joined Valley Preferred as a Health Specialist. She is responsible for coordinating the care of various medical management and utilization review efforts.



Obtaining her nursing degree from Northampton Community College, DeFranco has more than 20 years of nursing experience with Lehigh Valley Health Network having worked in the Intensive Care Unit, and had a significant role in the implementation of the Open Heart Program at Lehigh Valley Hospital–Muhlenberg.



Krista Drissel

Krista Drissel was appointed to Accounting Clerk in the Office of Managed Care at Valley Preferred, where she is responsible for providing accounting and billing support.

Drissel has an Associates Degree in Accounting from Lehigh Valley College and has more than 14 years of combined experience in the insurance industry. She previously worked at Lehigh Valley Health Network in the Patient Accounting Department.

Valerie Spaeth, RN

Valerie Spaeth, RN has joined Valley Preferred as a Health Specialist. With more than 13 years of experience in health care, she is responsible for coordinating the care of various medical management and utilization review efforts.



Spaeth received her nursing degree from Northampton Community College. Previously she worked at Lehigh Valley Health Network in the Regional Heart Center, Pre-Operating Intensive Care Unit, Pre-Operative Staging and Post Anesthesia Care Unit.



Nominate Your Heroes

Do you know a first responder or civilian who risked his or her life to save someone from a burn or death by fire?

Or do you know an individual, group or organization that has done an outstanding job educating the community about fire safety and burn prevention?

Here's your chance to honor your heroes. Go to valleypreferred.com and click on *Valley Preferred Spirit of Courage* for more information and to download the nomination form. **Nominations are due by June 12, 2009.**

2009 Valley Preferred Spirit of Courage Award Celebration Slated for October 6

2009 will be the fourth year for the Valley Preferred Spirit of Courage Award Celebration and it promises to be the biggest and best yet. This annual outpouring of community gratitude for hometown heroes drew record numbers last year, eclipsing its inaugural attendance by 50%.

The event honors hometown heroes who saved others from burn injuries, or worked to promote fire safety and burn prevention education in their community. Proceeds support the work of the Burn Prevention Foundation and the Lehigh Valley Health Network Regional Burn Center and Burn Recovery Center.

Mark your calendar now for **Tuesday, October 6, 2009** at Lehigh Valley Hospital–Muhlenberg. Please join us as a guest and/or sponsor, and honor those keeping the *spirit of courage* alive in our home communities. For more information, visit valleypreferred.com.



“LOVE YOUR HEART” Program Promotes Heart-Healthy Worksite Wellness



Valley Preferred was a recent recipient of a Community-Hospital Nutrition Education Program grant award from the Cardiovascular Institute of Philadelphia (CVI). CVI's mission is to educate the public on cardiovascular health.

The grant funds helped to promote a heart health nutrition program for Valley Preferred employees. Planned by Valley Preferred's BeneFIT Wellness Committee and its health educators, the program presented topics on cardiovascular health and nutrition, heart-healthy cooking and sample tastings. Presenters included Valley Preferred's associate medical director Jonathan Burke, DO, and Lehigh Valley Health Network registered dietitian Jennifer Erie, and Sodexo. Participants reported that the program taught them how to properly read food labels, use healthier cooking methods, and most importantly, change their eating habits.



Jonathan Burke, DO, one of the program team members, presented on cardiovascular health and nutrition to Valley Preferred staff.

Valley Preferred's health educators are available to assist Valley Preferred business clients with implementing programs similar to "Love Your Heart." To learn more, call Valley Preferred at 610-969-0429 or 1-800-955-6620.

NIXON, "A Better Way" to Save Money and Time

Since 1967 Nixon has provided outpatient health care customers



with "A Better Way" to source medical apparel and linen supply. Nixon provides, launders, and delivers a complete line of health care apparel (lab coats, scrubs), patient gowns, sheets, towels and other reusable, eco-friendly cloth products.

Health care providers choose Nixon to save money and time. Nixon's conveniences include automatic re-supply/re-stocking and in-person service. Their eco-friendly cloth products which cost less than disposables are preferred by patients and providers.


Nixon boasts some of the most advanced medical laundering facilities in the country. State-of-the-art, "medical only" facilities process hundreds of thousands of pounds of medical textiles each week. Nixon's processing techniques comply with OSHA regulations while internal standards exceed those of today's hospitals. Quality performance is monitored by a stringent, internal quality control system.

Nixon's Delaware and Maryland facilities were recently accredited by the Healthcare Laundry Accreditation Council. The standards cover the complete textile processing cycle; handling and transporting, in-plant processing, facility layout, personnel training and customer service.

Customers benefit from the knowledge and confidence that Nixon is meeting or exceeding the highest standard for processing health care textiles, including strict adherence to government and other regulations.

For more information on how Nixon can provide your practice with a better way to source medical apparel and linen supply, contact Renee Rosenau at 1-267-228-3835 or visit nixon.com.

Visit our complete list of Preferred Vendors online at valleypreferred.com (click on Provider)



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

Preferred Vendor Program UPDATE

- NEW!

◆ For over 30 years, **The Little Gym®** has provided non-competitive motor skill development programs such as gymnastics, sports skills and karate, all taught in a fun, safe and nurturing environment. As part of the Preferred Vendor Program, **THE LITTLE GYM® OF LEHIGH VALLEY** will offer a premier discount and value-add services to practice staff and their family members. For more information or to enroll in a class, contact Wayne Stephens at **610-965-5580**.
- ◆ **OFFICE BASICS** is the exclusive vendor for office supplies and office furniture. Office Basics offers a discount on all office supplies including coffee. If you contact Office Basics today, you can receive a Keurig Coffee Office Brewing System at **NO CHARGE**. To receive a **FREE** machine, you must purchase the coffee from Office Basics. The machine you receive will be determined by the number of people in your office. Coffee is next-day delivery similar to their office supply delivery. To set up your new Offices Basics account for office supplies or to get your Keurig Coffee Office Brewing System, contact John Peracchia at **1-800-541-5855, ext.150**.
- ◆ Isn't this the year to treat yourself to a truly great vacation? Since 1985, **STEVE LEHMAN TOURS** has been coordinating cycling and non-cycling vacation trips for groups to the US, Argentina, Europe, Canada, Bermuda and the Caribbean. They offer truly fantastic trips for the passionate cyclist while providing and attending to the non-cycling partner in exciting and exotic locales. For additional information or to book your exotic trip, contact Steve Lehman at **1-800-357-3018**.
- ◆ **RECORDS MANAGEMENT AND ARCHIVING (RMA)**, replacing Iron Mountain, is the exclusive vendor for document storage, shredding and data vaulting. RMA offers a discount on all their services. For additional information, a **FREE** quote or to set up an account, contact Bob Dress at **610-253-2753**.
- ◆ Are you looking for action? The **VALLEY PREFERRED CYCLING CENTER** is the place to be this summer. Come for a night of racing action with your family and friends. Receive special incentives through the Preferred Vendor Program. For more details, contact Joe Candio, Jr. at **610-969-0237**, or e-mail at joe.candio@valleypreferred.com.

*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.*

UPCOMING EXPO

BROKER & BUSINESS Health Discovery Expo

Please join us!

**Wednesday, June 3
3 p.m. – 6:30 p.m.
Da Vinci Science Center
3145 Hamilton Blvd. Bypass, Allentown**

Discover health care coverage options available through national and local health insurance companies contracted with Valley Preferred – for brokers and businesses. **ALL IN ONE VISIT!**

Learn about:

- Unique health insurance plans that generate savings
- New clinical collaborative products
- Ways to improve or maintain employee wellness with **BeneFIT™**...Valley Preferred's custom suite of health education and wellness programs for employers
- Free health screenings

Free CE Sessions for Brokers (3 p.m. – 5 p.m.)

Earn 2 credits by attending one of three sessions.

- **Consumer-Driven Health Plans** – provided by UnitedHealthcare
- **The Mouth Matters—The Dental Medical Connection** – provided by Aetna
- **Corporate Wellness** – provided by Cigna

Join us for cocktails & hors d'oeuvres

Social hour starts at 5 p.m.

To register for this expo, please call 1-800-955-6620, or e-mail at register@valleypreferred.com. Learn more at valleypreferred.com.

World Series of Bicycling

racing events are held on these Fridays:



- Jun. 5 – 10-Mile Championship
- Jun. 12 – Festival of Speed
- Jun. 26 – BRL All-Star Finals
- Jul. 10 – The Golden Wheel
- Jul. 17 – Keirin Cup
- Jul. 31 – Tandemonium
- Aug. 7 – Keystone Cup/
Corporate Challenge
- Aug. 14 – Air Products Finals
- Aug. 28 – Madison Cup



Learn more at valleypreferred.com

Valley Preferred PHYSICIAN NIGHT at



SAVE THE DATE!

Hope you plan to attend and bring your family.

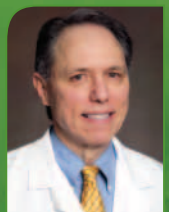


- **Friday, June 5**
Artie Greenburg
10-Mile Championship
- **Friday, August 28**
Madison Cup

Stay Tuned for Golf Talk

Valley Preferred's Executive Medical Director John Jaffe, MD will be speaking on **Golf Talk with Jim Muschlitz**, titled "Personal Health Safety on the Golf Course."

ESPN Sports Radio
1230 and 1320 AM
**Sunday, June 7,
8-9 a.m.**



*John Jaffe, MD
Executive Medical Director
Valley Preferred*

VALLEY PREFERRED – 2009 LEHIGH VALLEY START! CAUSE SPONSOR

Fight Against Heart Disease Gains New Ally in Valley Preferred

Valley Preferred has joined the American Heart Association in the front line of the battle against heart disease and stroke as the American Heart Association's 2009 Lehigh Valley Start! Cause Sponsor.

"By taking the lead as the Lehigh Valley Start! Cause Sponsor, Valley Preferred will serve as a corporate model to help Valley Preferred business clients and their employees reduce the risk for heart disease and live healthier lifestyles," stated Gregory Kile, Executive Director and CEO of Valley Preferred.



Start! is a groundbreaking national campaign that calls on all Americans and their employers to create a culture of health and physical activity to live longer, healthier lives. More than one in three Americans will die from heart disease and stroke. Physical inactivity doubles the risk of heart disease. Rising health care costs and losses in employee productivity have corporate

America looking for solutions to improve its employees' health. Valley Preferred will assist the American Heart Association throughout the year with educational community events such as the Lehigh Valley Start! Heart Walk, National Start! Walking Day and the Leadership Engagement Night.

Valley Preferred and American Heart Association Kickoff "National Start! Walking Day"



Wednesday, April 8th was the American Heart Association's National

Start! Walking Day. Over 2,600 businesses held rallies across the country to champion walking and physical activity. This day was designed to demonstrate how easy it can be to incorporate at least 30 minutes of walking into a daily routine, especially while at work.

The Lehigh Valley Start! Walking Day was held at Valley Preferred headquarters which began with presentations by State Representative Julie Harhart, David J. Rank of Starters Restaurants and co-chair of the 2009 Lehigh Valley Start! Heart Walk, Shelly Easton of WLEV and Carol Noel Michaels, health educator of Valley Preferred. Speakers emphasized the importance of keeping fit by walking 30-minutes or more a day. Rep. Harhart presented Valley Preferred with a statewide resolution and certificate of acknowledgement as Lehigh Valley's champion for National Start! Walking Day. More than 150 walkers from area businesses participated in a 30-minute walk to promote heart health.



A Great Start! PA State Representative, Julie Harhart and WLEV Personality, Shelly Easton, join Valley Preferred Health Educator Carol Michaels at National Start! Walking Day festivities.

American Heart Association "Go Red for Women"

Valley Preferred employees joined together on February 6 to raise funds to support the American Heart Association, an organization Valley Preferred has supported for many years.

Our employees wore RED to show their dedication of our organization's mission to help Valley Preferred-sponsored organizations raise funds to support the research, education, awareness and prevention of chronic diseases and to promote healthy lifestyles.



Preferred EAP

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

SEMINARS

FREE to Valley Preferred member organizations

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

- **How to Develop a Difficult People Immunity**
Wednesday, May 6, 9-11 a.m.
(Lehigh Valley Hospital–Cedar Crest & I-78, Kasych Family Pavilion, Education Conference Center–10, Allentown)
- **Take Control of Your Stress Before It Takes Control of You**
Thursday, May 28, 9-11 a.m.
(Lehigh Valley Hospital–Muhlenberg, Education Conference Center–A, Bethlehem)

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.

Disease Management Enrollment Made Easy with Magnet Mailers

Did your practice receive one of these **Lehigh Select** and **Valley Series** magnets, shown here on postcard mailers? They are handy and can be used as a reminder of the disease management programs available to your Valley Preferred patients.

If your office didn't receive your copy or needs another one of these magnets, please contact Provider Relations at 610-969-0090.

New Valley Preferred PHYSICIAN MEMBERS

Burn/Trauma–Surgical Critical Care/General Surgery
Ahmad H. Amani, MD

Cardiology
Charles D. Peters, Jr., MD

Colon & Rectal Surgery
David S. Bub, MD
John S. Park, MD

Emergency Medicine
Charles S. Harris, MD
Sandra J. Latona, MD
Donald P. Talenti, MD

Family Practice
Jennifer L. Burns, DO
Megan M. Gaskill, MD
Anna B. Keane, DO
Malaika S. Stoll, MD
Melissa A. Taylor, DO
Seema B. Vasu, DO

General Internal Medicine
Gerrienne Burke, MD
Mari A. McGoff, MD
Bhavesh D. Satashia, MD

General Surgery
Steven H. Berman, MD

Oral & Maxillofacial Surgery
David M. Bender, DMD

Pulmonary Medicine/ Critical Care Medicine
Nirupama Kakumanu, MD

LVPHO

Lehigh Valley
Physician Hospital Organization, Inc.

610-969-0480 • 610-969-0485

Visit valleypreferred.com
preferredeap.org
spectrumadministrators.com

- Gregory Kile**
Executive Director and CEO
- John Jaffe, MD**
Executive Medical Director
- Jack Lenhart, MD**
Medical Director
- Jonathan Burke, DO**
Associate Medical Director
- Louis Bottitta**
Director, Information Technology
- Selicia Chronister**
Sales Manager, Valley Preferred
- Joseph Felix**
Director of Operations
- Christina Lewis, RN, BSN, MPH**
Administrator, Preferred Health Management
- Laura Mertz**
General Manager, Valley Preferred
- Marilyn Minder**
Executive Assistant to Executive Director and CEO
- Patricia Sarik**
Director, Provider Relations
- Kerry Snyder**
Manager, Information Technology

Valley Preferred 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.

