

**Please Route:**

- Physician
- Office Manager
- Other \_\_\_\_\_

## Muhlenberg Health Network Physicians Join the LVPHO

The Lehigh Valley Physician Hospital Organization's physician membership has increased from 643 to 831 members with the recent reorganization of Muhlenberg Health Network.

Plans to reorganize MHN began one year ago with discussions at MHN and LVPHO Board meetings. Both Boards determined the reorganization would assist in establishing and maintaining relationships with health insurance carriers and preserve a strategic position in negotiating managed care contracts for member physicians.

With the consolidation of the two medical staffs at Lehigh Valley Hospital and LVH-Muhlenberg several years ago, changes with the two PHOs were a logical alliance. The LVPHO and MHN Boards approved the reorganization on May 13, 2003.

The changes that affected MHN included:

- **MEMBERSHIP FEES:** The LVPHO membership fee structure includes a \$1,000 one-time fee to all new physicians (primary care and specialty) and a \$250 annual dues fee for all physicians for membership to the Greater Lehigh Valley Independent Practice Association (GLVIPA). As part of the reorganization, the initial membership fee and first year annual dues for MHN members (current at the time of the reorganization) were paid for by existing MHN funds.

- **BOARD MEMBERSHIP AND TERMS:** The LVPHO's ten-member Board of Trustees increased to fourteen (7 physician representatives and 7 hospital representatives).

*Continued on page 3*



**Getting it together.** Bringing together the LVPHO and Muhlenberg Health Network are: (seated, from left) **John Jaffe, M.D.**, Executive Medical Director, LVPHO; **Melvin L. Steinbook, M.D.**, LVPHO Board of Trustees member and former MHN President, (standing, from left) **Gregory G. Kile**, Executive Director, LVPHO and **Bruce A. Ellsweig, M.D.**, Chair, GLVIPA.

## Valley Preferred's Message Hits the Highway

Valley Preferred is taking its new message of "Care Beyond the Coverage" to the streets...make that, the highway.

In a summer launch of the new market positioning statement, Valley Preferred unveiled a unique new billboard which will expose our message to one of the highest traffic flows in Eastern Pennsylvania. The eye-catching outdoor board actually changes to deliver three messages within a 10-second span. Known as a tri-vision board, it delivers the promises of "Your Doctors.", "Your Hospitals.", "You're Covered." with the consistent presence of the Valley Preferred logo and the new slogan: *Care Beyond the Coverage.*

Strategically positioned on Route 22 East near Allentown's Airport Road interchange, Valley Preferred's kinetic message bearer will reach an average of 73,700 vehicles daily, according to PennDOT traffic counts at that site. The board will work around the clock for six months, exposing the Valley Preferred message an estimated 13,266,000 times. ▽

*Message 1*



*Message 2*



*Message 3*



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**Celebrating A Decade of Growth**  
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### New Meetings

- **GLVIPA Board**  
7 a.m., Classroom 1  
(Cedar Crest & I-78)  
Nov. 20, 2003  
Dec. 11, 2003
- **GLVIPA Membership**  
6 p.m., Auditorium  
(Cedar Crest & I-78)  
Oct. 30, 2003
- **GLVIPA Annual General Membership**  
6 p.m., Auditorium  
(Cedar Crest & I-78)  
Jan. 26, 2004
- **LVPHO Board**  
7 a.m., Management Suite  
(Cedar Crest & I-78)  
Nov. 11, 2003  
Dec. 9, 2003

## Preferred Vendor Program

The following suppliers have been added to the list of Preferred Vendors offering pre-screened quality and value for our Network Providers. Check out a complete list of Preferred Vendors online at [www.valleypreferred.com](http://www.valleypreferred.com).

◆ **CLASSIC CLEANERS** will offer Valley Preferred Network Providers and their employees a special discount rate for dry cleaning and other services. Not only will they provide a special discount at their stores but will also provide pick up and delivery services at your office.

Stores are located at:

- 331 Grape Street, Whitehall
- Tilghman Square Shopping Center, Allentown
- 20 West Broad Street, Bethlehem
- To open by 2004 at Schoenersville Road, Bethlehem

Please call Kelly Frantz, manager, for details to arrange pick up and delivery services for your office at 610-264-0488.

◆ **DUBLIN HALL BROKERS** is a full service, turnkey insurance brokerage firm, which can help Valley Preferred Providers with insurance and employee benefit needs. The firm was chosen because of its dedication to providing exceptional customer service for both small and large medical care providers and their employees.

Among the many services offered by Dublin Hall are:

- Property/Casualty Insurance including Workers Compensation
- Life, Disability, Vision, Dental and 401(k) plans
- Assist you and your employees to understand and utilize the benefit program effectively
- Risk analysis and coverage recommendations

The Preferred Vendor Program has arranged for special pricing for our members with Dublin Hall. For more information, please call 267-289-0077 and ask for Fran Halcovage, Tom Korn or Bill Gabel. Dublin Hall was founded by former Philadelphia Flyers Stanley Cup player/Captain, Ed Van Impe.



Mr. Van Impe leads this dedicated, long-term team of insurance professionals, who will assist you in solving your insurance and risk management problems as well as employee benefit needs.

◆ **KEENAN-NAGLE ADVERTISING** offers marketing, graphic design, creative services and integrated media campaigns for health care professionals and institutions. With an award-winning team and decades of health care marketing experience, K-N delivers integrated services from strategic concepts through fulfillment into collateral print, direct mail, websites, planning and placement in all electronic and print media. For more facts, call Michael C. Keenan at 610-797-7100 or e-mail [mkeenan@keenannagle.com](mailto:mkeenan@keenannagle.com). Visit their website at [www.keenannagle.com](http://www.keenannagle.com).

◆ **UTILITECH, INC.** offers telecommunications and utility cost management services on a contingency basis. UtiliTech's business is assisting other businesses to save on their utility and telecommunications expenses. Their corporate goal is to exceed industry standards, ensuring that each client is paying the least amount for reliable electric, telephone, gas, water and sewer services. They look for mistakes on previous billings and develop strategies for reducing current and future bills, with no interference to the clients' day-to-day operations. For more information, please contact Charity Quinn at 610-777-3200 ext. 103 or e-mail her at [cq@utilitech.com](mailto:cq@utilitech.com).

Please mention **Valley Preferred** when you make an inquiry to vendor members to obtain Valley Preferred Vendor Program pricing and discounts. For more information on the Preferred Vendor Program call Lori Tucker at **610-402-7037** or send an e-mail to [lori.tucker@lvh.com](mailto:lori.tucker@lvh.com).

**PVP Vendor Fair** – A vendor fair was held September 8, 2003 at LVH-Muhlenberg.

### Health Seminars for Sole Proprietors and Individuals

(63 years of age and under)

Scheduled dates are:

**Nov. 11; 5:30 p.m.**

**Dec. 9; 5:30 p.m.**

**Jan. 6; 5:30 p.m.**

The seminars will be held at Valley Preferred Headquarters, 2166 S. 12th Street, Allentown. Advance registration is required. To register, please call 610-402-CARE.

NOTE: Seminars are subject to cancellation based on registration.

### Health Seminars for Seniors (65+)

The following health insurance seminars/expos for seniors are being offered by Valley Preferred and Sterling Life Insurance Company:

**Dec. 4; 10 a.m.**

**Jan. 8; 10 a.m.**

**Jan. 20; 11 a.m.**

The seminars will be held in the Center for Healthy Aging, located at Lehigh Valley Hospital, 17th & Chew, Allentown.

### Health Seminars for Small Businesses (2–50 employees)

The small group seminars are recommended for small business operators (with 2 to 50 employees) shopping for or evaluating health plan coverage and value. They are free to the public and will be held in the first floor conference room at Valley Preferred headquarters — 2166 S. 12th Street, Allentown.

Scheduled dates are: **Oct. 28; 1:30 p.m.**

**Nov. 25; 1:30 p.m.**

**Dec. 4; 8:00 a.m.**

**Jan. 13; 3:00 p.m.**

For groups of more than 50 employees, call Valley Preferred at 610-402-7485.

— More seminar dates are available on [www.valleypreferred.com](http://www.valleypreferred.com)

## New Valley Preferred Physician Members

### Anatomical Pathology/ Clinical Cytology

Tim M. Zheng, M.D.

### Anesthesiology

Aras Ali, M.D.

Juhan Paiste, M.D.

### Cardiology

Hugh S. Gallagher, M.D.

Martin E. Matsumura, M.D.

### Emergency Medicine

David B. Burmeister, D.O.

Kathleen E. Kane, M.D.

Jennifer J. Zambo, D.O.

### Family Practice

Holly L. Binnig, M.D.

Jonathan J. Burke, D.O.

Gina M. Fitzsimmons, D.O.

Gnanaprakash Gopal, M.D.

Todd Holbrook, M.D.

Abby S. Letcher, M.D.

Lou A. Lukas, M.D.

Clifford H. Lyons, M.D.

Michael A. Moclock, M.D.

John W. Peters, D.O.

Ilana A. Rachstut, M.D.

Sally A. Rex, D.O.

Kimberly R. Sheets, M.D.

### Internal Medicine

Linda P. Augelli-Hodor, D.O.

A. Wayne Howard, D.O.

Jonathan A. Kochuba, D.O.

Theodore J. Kowalshyn, M.D.

William S. Scialla, D.O.

### Nephrology

Henry L. Schairer, Jr., M.D.

### Neurology

Yuebing Li, M.D.

### Obstetrics & Gynecology

William E. Roberts, M.D.

Rochelle Steiner, M.D.

### Oral & Maxillofacial Surgery

Robert Laski, D.M.D.

### Orthopedic Surgery

Eric Lebby, M.D.

### Physical Medicine & Rehabilitation

Shantanu S. Kulkarni, D.O.

Scott Stoll, M.D.

### Pulmonary Medicine

Matthew M. McCambridge, M.D.

### Radiology

Joshua Bemporad, M.D.

Peter J. Feczko, M.D.

Errin J. Hoffman, M.D.

Steven M. Kaplan, M.D.

### Urology

Eric Mayer, M.D.

## Muhlenberg Health Network Physicians Join the LVPHO

*Continued from page 1*

The four additional Board seats (2-physician [1-PCP and 1-Specialist] and 2-hospital representatives) were determined as follows: physician members of the MHN Board appointed Drs. James Manley and Melvin Steinbook as the two physician representatives; Dr. Elliot Sussman, Lehigh Valley Hospital and Health Network President/CEO, appointed Dr. Gavin Barr and Mr. Stuart Paxton as the two hospital representatives. Each of these four members will serve a five-year term on the LVPHO Board.

In addition, Drs. Manley and Steinbook now serve on the GLVIPA Board (currently 31 members) and Dr. Steinbook serves on the GLVIPA Executive Committee. A separate membership class of the GLVIPA Board was established to represent the Bethlehem physician community. The fourteen LVPHO Board of Trustees now include:

Gavin C. Barr, M.D.  
David M. Caccese, M.D.  
Joseph A. Candio, M.D.  
Bruce A. Ellsweig, M.D.  
Vaughn C. Gower  
John W. Hart  
John Jaffe, M.D., Chair  
Jack A. Lenhart, M.D.  
Donald L. Levick, M.D.  
Louis L. Liebhaber  
James W. Manley, D.O.  
Brian A. Nester, D.O.  
Stuart S. Paxton  
Melvin L. Steinbook, M.D.

The reorganization provides our leadership with a more efficient model and significantly strengthens our position as a regional health care delivery organization. With your continued support, we maintain our course of improving the health of the community and meeting the challenges of managed care. ▀

## LVPHO Contractual Lives

The LVPHO has approximately 270,007 members through Valley Preferred and Capital Advantage Insurance Company (CAIC).

**Valley Preferred:** As of October 1, Valley Preferred was serving 3,842 clients, including 2,523 businesses and 1,319 individuals, providing care for 112,887 members.

**CAIC:** Currently, there are 157,120 members through the LVPHO contract with CAIC.

## Valley Preferred Sponsorship Highlights:

Valley Preferred was a sponsor of the Lehigh Valley Hospital and Health Network's Nite Lites held September 20 at Nazareth Speedway.



Valley Preferred was also a sponsor of the Lehigh Valley Velodrome's 2003 season, specifically the Valley Preferred Enduro Series. As part of the sponsorship, Valley Preferred held a VeloDeck Night on August 26, with approximately 80 LVPHO physicians and guests in attendance.

Do you have a student or a recent college graduate who needs health insurance? If so, we can help. Call Valley Preferred at 610-402-7485.

## Celebrating a Decade of Growth

LVPHO physicians, committee members and Valley Preferred guests were invited to a 10-year Anniversary Celebration scheduled Wednesday, October 29 from 6 to 8 p.m. at the John and Dorothy Morgan Cancer Center Atrium of Lehigh Valley Hospital. Look for reports on the gala in our next issue.



## About Our Staff



**Tina Werkheiser** was appointed coordinator of Sales and Marketing at Valley Preferred/Lehigh Valley Physician Hospital Organization. She is responsible for coordinating marketing communications projects, media relations' initiatives and providing web site management. Previously, Werkheiser was executive assistant for the LVPHO.



**Marilyn Minder** was named executive assistant of the Lehigh Valley Physician Hospital Organization where she is responsible for supervising secretarial staff, providing administrative support for executive leadership and managing operational processes and resources. Minder previously worked as a legal/administrative assistant at Fitzpatrick Bubba & Lentz, PC.

Just a reminder that physicians and practice staff can access Valley Preferred at

[www.valleypreferred.com](http://www.valleypreferred.com)

Also visit these sites: [www.preferredeap.org](http://www.preferredeap.org)

[www.spectrumadministrators.com](http://www.spectrumadministrators.com)

### Lehigh Valley Physician Hospital Organization, Inc.

610-402-7485 • 610-402-7439

Gregory G. Kile  
*Executive Director*

Joseph F. Felix  
*Director of Operations*

Patricia A. Sarik  
*Manager, Provider Relations*

John Jaffe, M.D.  
*Executive Medical Director*

Laura J. Mertz  
*Director, Sales and Marketing*

Tina M. Werkheiser  
*Coordinator, Sales and Marketing,  
Editor, Valley Preferred News*

Jack A. Lenhart, M.D.  
*Medical Director*

Marilyn Minder  
*Executive Assistant*

Louis W. Bottitta  
*Director, Information Technology*

Susan T. Phifer, R.N., C.C.M.  
*Quality Improvement Coordinator*

**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, at  
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Allentown, PA 18103-4799

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call 610-402-7381, or  
fax 610-402-7439.

*Care Beyond the Coverage.*

A community partnership of  
doctors and hospitals.  
Lehigh Valley Physician Hospital Organization, Inc.  
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