

PLEASE ROUTE:

- Physician
- Office Manager
- Other _____

Summer 2003

NEWS

Inside this issue....

Preferred Vendor Program Expands 1

Skyscape Joins Preferred Vendor Program 2

New Preferred Vendor Program Representative 2

Valley Preferred Sponsors Golf Events 2

Bethlehem Steel Retirees Can Access Valley Preferred 2

HealthAmerica/HealthAssurance Partners With Valley Preferred 3

Geisinger Health Plan Members Added to Valley Preferred 3

Small Groups Added to Seminar Schedule 3

Valley Preferred Celebrates 10 Years and 100,000 Members 3

LVPHO Contractual Lives 3

New Valley Preferred Physician Members 4

About Our Staff 4

Web Sites 4



FROM THE EXECUTIVE DIRECTOR

Preferred Vendor Program Expands Under LVPHO Management

As you arrive at the quarterly membership meeting of the Greater Lehigh Valley Independent Practice Association on June 23, you'll see more than a dozen vendors displaying products and services offered to member practices through our Preferred Vendor Program. As I wrote to you last year, the Lehigh Valley Physician Hospital Organization now manages this valuable program directly and we are expanding and enhancing it for you.

By contracting with businesses that offer competitive discounts and service excellence, the Preferred Vendor Program enables physician practices to reduce overhead expense and save administrative time. In the coming months you will be hearing more about this program through vendor fairs, at meetings and through direct mail and surveys designed to evaluate how the program can be most rewarding to you.

The first step toward expanding this program has been to hire Lori Tucker as Preferred Vendor Program Representative. Lori, who previously served as a physician relation's representative/physician liaison with Lehigh Valley Hospital, will coordinate the program. As a licensed insurance agent she will be able to help your practice review its insurance needs, as well.

We are also adding new vendors that can serve the needs of your practice. As with all vendors of the program, we conduct the due diligence so your practice can be assured it is getting quality products at a reasonable price. See page 2 for a full list of vendors.

In the months ahead, we'll be expanding the program beyond the LVPHO to include 3,000-plus physicians who are part of the Valley Preferred Provider Network. By expanding, we have the potential to gain even greater purchasing power and deeper discounts on a wider variety of products.

Recently you received a Preferred Vendor Program survey. Please take the time to fill it out, as your input is valuable in the continued success of the Preferred Vendor Program.

By expanding, we have the potential to gain even greater purchasing power and deeper discounts on a wider variety of products.

New Meetings

GLVIPA Board, 7 a.m.

June 26 - Classroom 1
(Cedar Crest & I-78)

July 24 - Classroom 1
(Cedar Crest & I-78)

Aug. 28 - Classroom 1
(Cedar Crest & I-78)

LVPHO Board, 7 a.m.

July 8 - Cancelled

Aug. 12 - Management Suite
(Cedar Crest & I-78)

GLVIPA Membership
6 p.m.

June 23 - Auditorium
(Cedar Crest & I-78)

Sept. 23 - Auditorium
(Cedar Crest & I-78)



Gregory G. Kile

Preferred Vendor Fair, June 23, 6 p.m.
Lehigh Valley Hospital - Cedar Crest Blvd. & I-78
Anderson Wing Lobby and President's Room

Skyscape Joins Preferred Vendor Program

Skyscape, a leader in mobile handheld software and solutions for the medical community, is the latest addition to the Preferred Vendor Program. Currently, Skyscape products are being used at leading institutions such as Duke University, Harvard University and the Mayo Clinic.

Skyscape solutions span more than 25 specialties and include more than 100 references. A discount of 15% off the purchase of Skyscape's medical and nursing reference software for PDAs is being offered. Note: This offer does not apply to the purchase of hardware, value package (pre-packaged combinations of two or more titles) and PocketMedicine titles.

For more information on Skyscape and these discounts, please visit its Valley Preferred web site link at www.skyscape.com/valleypreferred.

New Preferred Vendor Program Representative

Lori Tucker has been appointed the position of preferred vendor program representative. She will coordinate the Preferred Vendor Program and offer insurance-based products to physicians and their practices. Lori previously served as a physician relation's representative/physician liaison with Lehigh Valley Hospital and also held positions with insurance companies and physician practices.

Valley Preferred Sponsors Golf Events

For the second consecutive year, Valley Preferred was the title sponsor for the Lehigh Valley Chamber of Commerce's annual golf tournament. This year's tournament, the Board of Governors' Tournament/Krajsa Cup 2003, was held May 5 at the Center Valley Club.

Valley Preferred was also a sponsor for the Burn Prevention Foundation Guman-Spagnola-Wolf Golf Classic on June 2, 2003 at Saucon Valley Country Club.

Bethlehem Steel Retirees Can Access Valley Preferred

Bethlehem Steel retirees under the age of 65 who have elected the Retired Employees Benefit Coalition (REBCO), a health benefit trust, can designate Valley Preferred as its provider network. REBCO is a voluntary plan for Bethlehem Steel retired employees, which offers coverage regardless of pre-existing conditions.

Here's a complete list of the Preferred Vendor Program

- **ARAMARK Refreshment Services**
Coffee, water, hot and cold beverages, snacks
- **Boise Cascade Office Products**
Office supplies and furniture
- **The Cardinal Group, Inc.** *Medical waste pickup*
- **Consolidated Graphic Communication**
Business and health forms/comprehensive printed products
- **Eastern Secured Data, Inc.** *Off-site record storage*
- **Fine Art Resources** *Artworks and custom fitting*
- **First Financial – Richard Clark, C.L.U., and Susan Schwentner** *Financial planning*
- **Manpower** *Temporary employment services*
- **Nixon Medical Wear** *Garment and linen rental*
- **Oil Butler of Lehigh Valley**
Automotive service available only in Lehigh Valley and immediate outlying areas
- **Phoebe Floral Shop**
Fresh and silk flowers, plants, gift baskets
- **Pre-Paid Legal Services, Inc.**
Legal plans for business owners and as an employee benefit
- **Ruch Employee Benefits Agency and REBA Group LLC**
Group employee benefits and supplemental insurance programs
- **Skyscape** *Handheld medical library*
- **Valley Preferred** *Health plans, as well as other insurance products for physician practices, such as disability, malpractice and life insurance*
- **VHA Medical Supplies**
Medical supplies, and other discounted products and services





HealthAmerica/HealthAssurance Partners With Valley Preferred

The LVPHO has contracted with HealthAmerica/HealthAssurance to offer HealthAmerica members access to the Valley Preferred Network in Lehigh and Northampton counties, including Lehigh Valley Hospital, Lehigh Valley Hospital-Muhlenberg and more than 800 LVPHO physicians. The company has about 1,000 current members in Lehigh and Northampton counties.

“HealthAmerica is a fast-growing managed care company that offers HMO and PPO group plans for nearly any size company,” said Gregory Kile, executive director of the LVPHO and Valley Preferred. “They are an exciting addition to Valley Preferred’s growing number of health insurance partners.”

HealthAmerica/HealthAssurance and affiliate companies cover more than 620,000 members in Pennsylvania and Ohio through HMO, POS, PPO, Medicaid, and Medicare+Choice plans. HealthAmerica/HealthAssurance have corporate offices located in Pittsburgh and Harrisburg, Pennsylvania that provide managed health care products and services to over 9,000 employers in Ohio and Pennsylvania.

Our sales staff will be licensed with HealthAmerica/HealthAssurance and can provide a quote to your practice as well as the business community.



Geisinger Health Plan Members Added to Valley Preferred

On May 1, Geisinger Health Plan had contracted with the LVPHO to give Geisinger Health Plan members access to the Valley Preferred Network in Lehigh and Northampton counties. Geisinger Health Plan members can now access Lehigh Valley Hospital, Lehigh Valley Hospital-Muhlenberg and more than 800 LVPHO physicians.

“This partnership will be particularly valuable to Geisinger members in Monroe, Carbon, Schuylkill and other nearby counties, as well as others in the Northeast who work in and visit the Lehigh Valley,” said Gregory Kile, executive director of the LVPHO and Valley Preferred.

Begun in 1972, Geisinger Health Plan has grown to be one of the largest rural HMOs in the country. It serves approximately 244,000 members in a 38-county service area.



Small Groups Added to Seminar Schedule

Valley Preferred has added a seminar for those who are self employed or have a small number of employees. The seminar is targeted for small groups who are shopping for health insurance or have an upcoming health plan renewal. The small group, individual and senior seminars are free. To register, please call 610-402-CARE. Here is a complete summer schedule:

Health Insurance for Small Groups

July 15; 11:30 a.m.-1 p.m.
 Aug. 19; 5:30-7 p.m.
 Valley Preferred headquarters, 2166 S. 12th St. in Allentown

Health Insurance for the Individual

Aug. 12; 5:30-7 p.m.
 Aug. 26; 11:30 a.m.-1 p.m.
 Sept. 9; 5:30-7 p.m.
 Valley Preferred headquarters, 2166 S. 12th St. in Allentown

Health Insurance for Seniors

July 17; 10-11:30 a.m.
 Aug. 7; 10-11:30 a.m.
 Aug. 28; 10-11:30 a.m.
 Center for Healthy Aging, Lehigh Valley Hospital-17th & Chew Sts., Allentown

Valley Preferred Celebrates 10 Years and 100,000 Members

Valley Preferred celebrated its 100,000 member milestone on April 3 at Lehigh Valley Hospital. Thanks to all who attended!

In addition, Valley Preferred and the LVPHO are celebrating their 10-year anniversary this year.

LVPHO Contractual Lives

The LVPHO has approximately 185,816 covered lives through Valley Preferred and Capital Advantage Insurance Company (CAIC).

Valley Preferred: As of May 1, Valley Preferred was serving 3,682 clients, including 2,422 businesses, 1,248 individuals and 12 seniors, providing care for 114,398 members.

CAIC: Currently, there are 71,418 covered lives through the LVPHO contract with CAIC.

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 Valley Preferred News, Lehigh Valley Physician Hospital Organization, Inc., 2166 S. 12th Street, Suite 401, Allentown, PA 18103-4799, e-mail tina.werkheiser@lvh.com, or call 610-402-7485; fax 610-402-7439.

New Valley Preferred Physician Members

Family Practice

Cindy M. Barter, M.D.
Dennis M. McGorry, Jr., M.D.
Vu Nguyen, D.O.

Hematology and Oncology

Basil S. Ahmed, M.D.

Internal Medicine

Adam D. Dratch, M.D.

Neurology

Yun Lynn Sun, M.D.

Orthopedic Surgery

Jeffrey R. McConnell, M.D.

Pediatrics

Angela Camasto, M.D.

Jorge A. Otero, M.D.

Podiatry

Brad H. Lilly, D.P.M.

Radiology

Carolyn E. Parry, M.D.

Vascular Surgery

Eric P. Wilson, M.D.

About Our Staff

Robin Quimby has been promoted to account executive. She will be responsible for sales, service and marketing of affiliate health insurance products to prospective and current clients in the Valley Preferred market area, including business and individual plans. Previously, Robin was the coordinator for sales and marketing.

Kristin Vance has joined the LVPHO as database analyst and will be responsible for the analysis of data elements for the Choice Plus and Valley Preferred affiliate health plans, the physician incentive/reimbursement program, disease management and the Office of Managed Care. Previously, she was a

customer service representative with Spectrum Administrators and also held positions as a group medical underwriter and insurance specialist for national insurance companies.

Kelly-Anne Grammes has joined the LVPHO as a client support representative and will be responsible for coordinating proposal activity with outside insurance carriers and internal account executives, and will focus on providing key support services to existing clients. Previously, she was a training specialist with EDS in Camp Hill, Pa. and provider relations service representative for Keystone Health Plan Central.

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

www.valleypreferred.com

also visit these sites: www.preferredcap.org • www.spectrumadministrators.com

Lehigh Valley Physician Hospital Organization, Inc.

610-402-7485 • FAX: 610-402-7439

Gregory G. Kile

Executive Director

John Jaffe, M.D.

Executive Medical Director

Jack A. Lenhart, M.D.

Medical Director

Louis W. Bottitta

Director, Information Technology

Joseph F. Felix

Director of Operations

Laura J. Mertz

Director, Sales and Marketing

Susan T. Phifer, R.N., C.C.M.

Quality Improvement Coordinator

Patricia A. Sarik

Manager, Provider Relations

Tina M. Werkheiser

Executive Assistant and
Editor, Valley Preferred News

PRSRST STD
U.S. Postage
PAID
Allentown, PA
Permit No. 1922

Lehigh Valley Physician Hospital Organization, Inc.
2166 S. 12th Street, Suite 401
Allentown, PA 18103-4799