

A JOURNEY OF
P A S S I O N





passion. MedEvac nurse Dan Leshko, R.N., leaving work and exchanging his uniform for a volunteer fireman's helmet. Gynecologic oncologist Rick Boulay, M.D., recording music to help educate and inspire breast cancer survivors. Anne Marie Crown setting up for her next Heart Help for Women seminar, wearing bright red—as always—to share her commitment to the message.

passion. It's what drives Lehigh Valley Health Network. People with the energy and commitment to achieve *U.S. News & World Report* "America's Best Hospital" rankings and Magnet status... to be one of the nation's top places to work.

passion. It's been the heart of our story for more than 100 years. When we recently asked our community members what defines us, they described the passion of our employees and our high quality of care. Our community also understands that our health network reaches far beyond our hospitals, and asked us to better define who we are and what we represent.

passion. It's the power behind our refined identity: Lehigh Valley Health Network. Join us on a journey that explores our essence: the people who continually go the extra mile, strive to answer the difficult questions and seek better ways to provide care—all to create a healthier, more robust community.



A founder's passion. Leonard Parker Pool was passionate about people. He sent limousines to take sick people to hospitals, and when his wife, Dorothy, became ill with cancer in 1966, he slept in her New York City hospital room every night. Upon her death, he created Lehigh Valley Hospital–Cedar Crest to ensure local people didn't need to travel to get outstanding care.



e n e

Vanessa Gramm | Child



“I had heart surgery at Lehigh Valley Hospital–Muhlenberg. It was the best experience I could have hoped for. I’m feeling great and back to what I’m most passionate about—playing music.”

John Greenaway

Bangor, Pa., heart surgery patient

Vanessa Gramm goes out of her way to make personal connections with children receiving hospital care, then takes her energy home to her newest passion: her 18-month-old daughter. “I became a child life specialist to make kids happy. Every smile I see makes my job worthwhile.”

r g y

Life Specialist

“I love helping make someone’s day better. When people leave our doctor’s office, they feel better about themselves. We pull them into our conversations so they feel like they’re a part of our family, and some of them even leave here laughing.”

Candi Detweiler, L.P.N.

Pleasant Valley Family Practice





“I’m passionate about excellence. Excellent health networks successfully care for their community in traditional and nontraditional ways. That passion for excellence drives me to help equip our colleagues with the appropriate skills and knowledge to do what they do best.”

Elliot J. Sussman, M.D.

President and CEO, Lehigh Valley Health Network

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Kimberly Bartman, R.N., is driven to help amputees live life to its fullest. It’s why she started an amputee support group, arranges the group’s annual fund-raiser, and checks the surgical schedule daily to identify patients who may need a visit from a fellow amputee. “It’s a privilege to watch them come together, bond and go out of their way to help each other.”



“I wouldn’t do anything else. In home care, I really get to know my patients. And there are so many opportunities for growth. I love that we change the way we provide care based on the latest evidence. We empower ourselves to keep improving. I will do this forever.”

Kate Stackhouse, R.N.

Home Care

Kimberly Bartman, R.N. | Patient Care Coordinator

i v e





c o m m

Patrick Kincaid | Information



i t m e n t

Technology Manager

“I’m passionate about educating women. I want to give them as much information as I can to help them understand the biological changes they’ll experience during their lifetime. I want all women to experience the best health possible.”

Chizoba Uzochukwu, D.O.
Obstetrics/Gynecology Resident



Through Spectrum Administrators (a division of Valley Preferred), **Patrick Kincaid** strives to connect patients to the community’s most effective health services. His commitment to people extends into his personal life; he co-founded a cycling team to support his wife and others who have multiple sclerosis. “At work and at home, it’s all about making things better for the people whose lives we touch every day.”



“I always try to cheer patients up. There was one patient who was depressed and alone. She spoke German, so I talked to her in her language. She said it made her feel good to speak German again. It made me feel good, too.”

Ingrid Heller
Support partner, Lehigh Valley Hospital–Muhlenberg

P A S S I O N

m a d e v i s i b l e

Lehigh Valley Health Network expanded in recent years to meet our community's evolving health care needs. Such rapid growth meant we had little time to effectively explain the many changes. We met with people from our community who asked us to make our network easier to access and navigate. Our refined name, tagline and logo better reflect the depth, breadth and quality of all the health care services you'll find inside Lehigh Valley Health Network.

Our name, *Lehigh Valley Health Network* reflects the wide range of health services available throughout our organization.

Our tagline, *A Passion For Better Medicine* tells our story—a health network that encourages those who strive to improve; that celebrates success but quickly anticipates the next goal; that believes in the power of teamwork to make a difference for our community.



Our logo confirms our core beliefs, the three elements standing for patient care, research and education, as well as:

connection. Overlapping, they reflect teamwork and connectedness.

extension. Branching out beyond the circle, they reach into the community and region.

motion. Constantly moving, they convey energy, drive, commitment...passion.

And through color—updated, vibrant versions of the Health Network's original blue and teal—the logo is linked to our century-long tradition.

THE JOURNEY CONTINUES

a p a s s i o n f

Lehigh Valley Health Network's name and logo emphasize the connectedness of all members of the organization, reflecting the philosophy that greater things can be accomplished together. By unifying the images of our institutions and services, we will ensure that our health network's important role is understood in our community.

To help you, we have developed a Graphic Standards guide. It will give you the basic tools and rules to begin using the Lehigh Valley Health Network identity. You can find the guide on the intranet at lvhn.com.

Our health network includes:

Full-Service Hospitals

- Lehigh Valley Hospital–Cedar Crest
- Lehigh Valley Hospital–Muhlenberg
- Lehigh Valley Hospital–17th Street

Health Centers offering doctors offices, lab and imaging services conveniently located in Bath, Bethlehem Township, Hamburg, Hellertown, Kutztown, Saucon Valley, Trexlertown and Upper Bucks (in partnership with Grand View Hospital).

Physicians: 400 primary care and specialty doctors with offices throughout the region

Pharmacy services

Imaging services

Health Network Laboratories

Valley Preferred

o r t e a m w o r k

Here are some samples of how our refined identity will look inside Lehigh Valley Health Network and throughout our community. This look will be phased in over time throughout all aspects of our health network.



SHARING OUR PASSION WITH OTHERS

You see Lehigh Valley Health Network's passion reflected in the colleagues you work with every day. Now it's your turn to spread our passion throughout our community.

If your friend, neighbor or loved one need our health network's services, tell them that connecting with us is easier than ever. The nurses and professionals at 610-402-CARE are available to help people in our community learn more about the services our health network provides. They help people find the right doctor, register for health and wellness classes, subscribe to *Healthy You* magazine, join Vitality Plus (activities and discounts for people age 50 and older) and answer all health care questions.



"I love being the voice that connects people in the community with our services. I wouldn't be able to confidently link people with our physicians and programs if I didn't believe that Lehigh Valley Health Network is the best place to receive care."

Tina Ruhf, R.N.
Consumer Line Nurse, 610-402-CARE

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