

# THE LG EXPERIENCE

LANCASTER GENERAL HEALTH

JULY/AUGUST 2021



## CARING FOR LANCASTER BEYOND OUR DOORS

**“At Penn Medicine Lancaster General Health, we believe that ‘care’ is more than what happens in a hospital. It’s when we all come together to make sure our neighbors have the resources they need to live healthier lives.”**

If those words sound familiar, you may have heard them on your TV or favorite streaming service in Lancaster. This messaging, which promotes the various community-benefit programs and initiatives led by LG Health, is part of a comprehensive campaign launched by the health system on June 1.

“Community outreach is vital to our mission of advancing the health and well-being of the communities we serve. It’s a part of our legacy we don’t often talk about in our marketing communication messages — until now,” said **Alice Yoder**, executive director of Community Health at LG Health.

The campaign includes television, radio and display (digital) ads, billboards and a dedicated website: [CaringforLancaster.org](http://CaringforLancaster.org). The website currently features over a dozen programs and initiatives that LG Health leads or is significantly involved with.

To address the health needs of our community, LG Health works closely with a diverse network of local partners. Through these programs and partnerships, the health system encourages healthy lifestyles and works to ensure our neighbors have access to safe housing, nutritious food, mental and behavioral

health resources, addiction treatment, health services for children, and more.

“We are deeply grateful to all of our partners,” Yoder added.

Prior to developing the new marketing communication campaign, LG Health commissioned a research study to learn the opinions of people in our community about programs like these. When asked about the importance of hospitals and health systems providing community benefit activities, 80 percent responded that it was important. Still, 52 percent said they did not know if some health systems provided more community

benefit activities than others. This campaign is designed to showcase the deep community involvement of LG Health specifically.

LG Health is committed to serving in a leadership capacity, mobilizing key partnerships and programs to address care gaps in our community.

“A goal of our campaign is to increase awareness of LG Health’s dedication to making sure everyone in our community stays healthy and has an opportunity to thrive — including our most vulnerable neighbors,” Yoder said.



## CEO MESSAGE

**JOHN J. HERMAN, MBA, FACHE, CEO, PENN MEDICINE LANCASTER GENERAL HEALTH**

Along with our colleagues across Penn Medicine, Lancaster General Health is committed to advancing diversity and inclusion within our health system, the communities we serve and beyond.

Earlier this summer, LG Health was proud to serve as a Freedom Sponsor of the local Crispus Attucks Community Center’s Juneteenth celebration. Juneteenth — which is short for “June 19<sup>th</sup>” — is the oldest holiday to commemorate the end of slavery in the United States.

Our local Juneteenth celebration included the debut of “Sincerely, Crispus Attucks,” a series of videos that highlights and honors generations of local African-American leaders. You can find links to these inspiring videos on StarNet.

One of the videos features Ismail Smith-Wade-El, an LG Health employee who is the current president of Lancaster City Council. Ismail appears alongside Ron Ford, the first African-American elected to city council and as a Lancaster County Commissioner. Thank you, Ismail, for your legacy of service to our community.

LG Health’s support of local Juneteenth events is due to the efforts of our Diversity & Inclusion Advisory Committee. This dedicated group of your colleagues has been working very hard on developing and implementing strategies to ensure that LG Health is a more inclusive and equitable organization. You will hear much more about the committee and its work in the near future.

Finally, I would like to acknowledge that we are still early in our journey to advance diversity and inclusion. I encourage you not to let fear or an effort to be perfect prevent you from taking action. As we continue this journey together, I ask you to be empathetic and compassionate of others who act with good intentions, and view any mistakes as opportunities to learn and do better.

Please know that LG Health is dedicated to this important work, and understand that creating real change will take time and determination. Thank you for your commitment to learning and taking action together, so that each one of us can live our legacy in an environment that is supportive and inclusive of all.

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# LGH EARNS TOP AWARDS

## FOR PATIENT SAFETY

In April, Penn Medicine Lancaster General Hospital (LGH) earned a five-star rating from the Centers for Medicare & Medicaid Services (CMS) in Hospital Compare Star Ratings and a Hospital Safety Grade of A from The Leapfrog Group.

CMS, which launched the Hospital Compare Star Ratings in 2015, uses the rating system to summarize more than 50 inpatient and outpatient quality measures in a way that is easy to interpret for patients and consumers. The information helps patients make decisions regarding where to receive care, while encouraging hospitals to continually improve the quality of care they provide. LGH received five stars based on the CMS rating system, which is the highest rating.

The Leapfrog Group's Hospital Safety Grade assigns an A, B, C, D

or F grade to hospitals across the country based on their performance in preventing medical errors, injuries, accidents, infections and other harms to patients in their care. The A rating from The Leapfrog Group recognizes LGH's efforts to protect patients from harm and provide safer health care. The Leapfrog Group is a national nonprofit organization committed to improving health-care quality and safety for consumers and purchasers.

"Lancaster General Health has no higher priority than providing our patients with safe, high-quality health care," said **Michael Ripchinski, MD**, Chief Clinical Officer, Penn Medicine Lancaster General Health. "We are proud to receive both of these nationally-accredited ratings which affirm our commitment to patient safety, quality and high reliability for the communities we serve."

# LANCASTER BARNSTORMERS CELEBRATE LG HEALTH EMPLOYEES

Each Saturday home game this season, Lancaster Barnstormers will pay tribute to employees of Penn Medicine Lancaster General Health and our pediatric partner, Children's Hospital of Philadelphia.

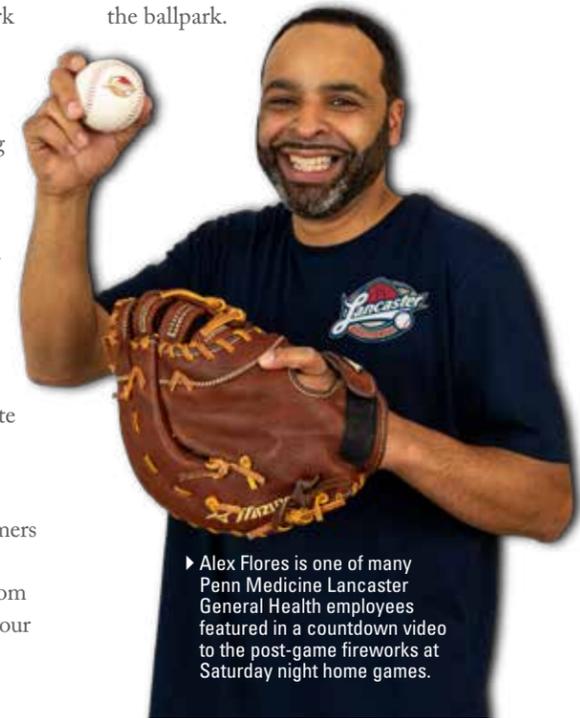
A countdown video, featuring employees who celebrated a recent milestone work anniversary, will air on the stadium's big screen in center field prior to the post-game fireworks. All LG Health employees and their families attending the game will be invited to watch the fireworks from the lawn.

In addition, select employees with 30+ years of service will have the honor of throwing out a ceremonial first pitch at a Saturday night home game. These employees will be introduced, along with their years of service and a favorite memory or career tip.

All employees may receive discounted tickets for any regular season Barnstormers home game (playoffs excluded). Order online at [www.lancasterbarnstormers.com](http://www.lancasterbarnstormers.com) using the promo code LGH, or show your

employee ID when purchasing tickets in the box office.

The employee discount is valid for the entire purchase, so bring your family, cheer on your coworkers, and enjoy a fun outing at the ballpark.



► Alex Flores is one of many Penn Medicine Lancaster General Health employees featured in a countdown video to the post-game fireworks at Saturday night home games.

# PENN MEDICINE LANCASTER GENERAL HEALTH ANNOUNCES INNOVATION ACCELERATOR PROGRAM WINNERS



► Clockwise from left: Anthony Pepe, senior improvement advisor; Paul Conslato, MD, director of Clinical Affairs (behind Pepe); Candice Sing, Lancaster Rehab Hospital; Kristen Hartmann, Advance Care program manager; and Joseph Del Castillo, MD, hospitalist.

The Center for Health Care Innovation at LG Health (CHCI-LGH) hosts the Innovation Accelerator, an annual program that encourages staff across the health system to develop, test and implement novel ideas for improving health care delivery and patient outcomes. Working closely with mentors from CHCI-LGH, teams move through three phases of work with the ultimate goal of bringing successful innovations to scale.

The Innovation Accelerator 2021 class was recently announced, with selected teams to be awarded the funding, mentorship and staff allocation to implement their new approaches.

The 2021 projects focus on better understanding consumer expectations and addressing emerging community health care needs, which aligns with LG Health's strategic plan.

The first team was sponsored by **John C. Wood, MD, MBA, FAAFP**, medical director, LG Health Physicians (LGHP), and championed by **Michael Bredin, PA-C**, Urgent Care provider and EPIC provider builder, and **Zachary Bricker**, manager of Clinical Quality. To help address hypertension rates, the team proposed patient intervention and behavior modification.

"By 2022, LGHP aims to have 80 percent of hypertensive patients controlled," said Wood. "As lower blood pressure reduces risk for stroke, heart attack and kidney disease, our project aims to engage patients in their care and alert providers when patients are not at goal."

The second team was sponsored by **Paul Conslato, MD**, director of Clinical Affairs, and championed by **Joseph Del Castillo, MD**, hospitalist, Penn Medicine



► From left: Brian Young, MD, medical director, Transformation; Michael Bredin, PA-C; Haley Fuller, patient education specialist; and Heather Snyder, clinical educator.

Lancaster General Hospital. Their project utilizes a standardized format to discuss advance care planning, as language, ethnicity or social barriers can impact decision making. Their technology will simultaneously incorporate end-of-life planning information into the EPIC electronic medical record system.

"It is important to recognize and respect the voice of the patient, as it is an integral part of patient-centered care," said Del Castillo. "As providers, we help guide and counsel health literacy so that our patients can make appropriate, informed medical decisions — this development in advance care planning will help all patients with various backgrounds make those informed decisions."

## ► THE LG EXPERIENCE

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The LG Experience is published monthly for LG Health employees. Access The LG Experience online at [PennMedicine.org/LGExperience](http://PennMedicine.org/LGExperience).