“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 communications — 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. 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 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.

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 19th” — 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-EI, 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 our 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.

CEO Message

John J. Herman, MBA, FACHE, CEO, Penn Medicine Lancaster General Health

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Health’s strategic plan.
and addressing emerging community
understanding consumer expectations
The 2021 projects focus on better
implement their new approaches.
mentorship and staff allocation to
teams to be awarded the funding,
The Innovation Accelerator 2021 class
bringing successful innovations to scale.
phases of work with the ultimate goal of
working closely with mentors from
health care delivery and patient outcomes.
implement novel ideas for improving
the health system to develop, test and
program that encourages staff across
the Innovation Accelerator, an annual
The Center for Health Care Innovation
announces
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 Ripschinski,
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.”

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
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.

PENN MEDICINE LANCASTER GENERAL HEALTH ANNOUNCES
INNOVATION ACCELERATOR PROGRAM WINNERS

The first team was sponsored by John
C. Wood, MD, MBA, FAAPP, 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. “A low 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
Consolato, MD, director of Clinical
Affairs, and championed by Joseph Del
Castillo, MD, hospitalist, Penn Medicine
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.”

LANCASTER BARNSTORMERS
CELEBRATE LG HEALTH EMPLOYEES

TOP AWARDS
FOR PATIENT SAFETY