

## PHS and LVHN Will Merge Jan. 1; Announce Changes in Leadership

Pocono Health System (PHS) and Lehigh Valley Health Network (LVHN) have met the regulatory requirements to merge. Effective Jan. 1, 2017 PHS becomes part of Lehigh Valley Health Network and Pocono Medical Center will become Lehigh Valley Hospital–Pocono.

As PHS transitions into LVHN, leadership changes also will take place. Jeff Snyder, PHS’s President and Chief Executive Officer, informed the PHS board of his plan to resign from his role effective Dec. 31. Elizabeth Wise, PHS’s Chief Operating Officer (COO) and Chief Nursing Officer (CNO), will assume the role of Acting President of Lehigh Valley Hospital–Pocono on Jan. 1. Snyder will continue to provide consultation during a 30-day merger transition period.

“I have decided it is time to pursue my desire to lead in a different capacity,” Snyder said. “It’s been my honor and privilege to serve the Pocono community, and our residents and colleagues will be in good hands with Lehigh Valley Health Network and Elizabeth’s leadership.”

PHS Board Chairman Andrew Worthington praised Snyder’s leadership, including his role in facilitating the merger and elevating the overall quality at PHS. Under Snyder’s leadership, the system has earned “A” grades for patient safety from Leapfrog, a 4-star rating from CMS and recognition from Healthgrades for Patient Safety Excellence and *U.S. News & World Report* for Best Regional Hospital.

“During his three years as CEO, Jeff has worked tirelessly to fulfill the needs of the Pocono community,” Worthington said. “He brought to Monroe County much-needed specialty services such as neurology, endocrinology, rheumatology and pain management. He enhanced the health system’s cardiac surgery program and brought unprecedented organizational growth by expanding access to care through growing the physician network and ambulatory care development. Our merger will continue on the path of growth and bringing more services to our community.”

“Jeff has created a solid foundation for LVHN to build upon to benefit the Poconos,” LVHN President and CEO Brian Nester, DO, MBA, FACOEP said. “Because of Jeff’s leadership, the Pocono community now has access to quality care and more options for primary and specialty care throughout the region. We thank Jeff for his service and partnership.”

Elizabeth Wise, COO and CNO at PHS for the last two years, brings rich experience in hospital operations, service line development and nursing management. “Elizabeth advocates for putting the patient first, and that aligns with our values at LVHN,” said LVHN’s Executive Vice President and Chief Operating Officer Terry Capuano, RN, MSN, MBA, FACHE, NE-C. “She believes in a relentless pursuit of excellence in everything she and her colleagues do, and understands operations, physicians and clinicians must collaborate to create ideal experiences for patients. We look forward to kicking off our merger with Elizabeth as our leader at LVH–Pocono.”

During the last 20 years, Wise has held leadership positions at health care systems throughout the country. Wise has served as Chief Nursing Officer and Vice President of Patient Care Services at St. Peter’s University Hospital, New Brunswick, N.J. and Chief Nurse Officer and Senior Vice President at Washington Hospital Center in Washington, DC. Additionally, she has served in leadership roles at the Christiana Care Health System in Newark, Del. and at Robert Wood Johnson University Hospital in New Jersey.

Wise earned her bachelor’s degree in nursing from Seton Hall University in South Orange, N.J., and also received her master’s degree in nursing and master’s in business administration from Rutgers University in Newark, N.J. Wise is a board member for the American Red Cross of the Pocono Mountains and a member of numerous professional organizations, including the American Association of Critical Care Nurses, American Nurses Association, American Organization of Nurse Executives and the American College of Healthcare Executives.

A news conference focused on the merger and LVHN’s vision will take place on Jan. 3 at 1:30 p.m. in the PHS Cancer Center.

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### GPCC MISSION STATEMENT

Act as A Unified Voice of Business  
Dedicated to the Prosperity of all  
Commerce  
Leading to the Enhancement of  
the Quality of Life in our region and surrounding areas.

## January 2017 Calendar of Events

- January 6.....*Government Relations/Public Policy Committee*  
8:00 a.m. - Stroud Township  
Municipal Building - Stroudsburg
- January 9.....*Business Card Exchange*  
5:30 p.m. - ESU's Kemp Library  
East Stroudsburg
- January 10.....*Women In Business Luncheon*  
Noon - *Peppé's Bistro* -  
East Stroudsburg
- January 11.....*Education Committee*  
11:00 a.m.- *PA CareerLink* -  
Tannersville
- January 12.....*Free Business Seminar*  
8:30 a.m. - *Holiday Inn Express* -  
Stroudsburg
- January 17.....*Board of Directors*  
8:30 a.m. - *ESU Innovation Center*  
East Stroudsburg
- January 17.....*Women in Business Committee*  
8:30 a.m. - *Route 447 Office Plaza*  
Complex, Building 100 -  
East Stroudsburg
- January 18.....*Digital Strategies Committee*  
10:00 a.m.- *GPCC*

## Members in the News

### Better Homes and Gardens Wilkins Hires Two Realtors

Dennis A. Mooney, Sr. V.P./Assoc Broker announced the hiring of Anisha T. Allen as Sales Associate for the Mt. Pocono office.



Anisha T. Allen

Allen, originally from Queens, NY, has lived in the Poconos since 1999. She graduated Real Estate school from Polly & Associates in 2011 and will work as an Administrative Assistant for and with Jennifer Lynn Amantea, Assoc Broker with the Company. Amantea handles both the Poconos and Lehigh Valley.

Said Amantea, "I am so excited to have Anisha working with me and my existing support team. She will be a great asset

to the company, is anxious to learn about our business and I see nothing but success for her. Here comes 2017!"

Allen is also a graduate of Northampton Community College with an Associates' Degree in Business Management.

Christine Wilkins, Executive V.P./General Manager, recruited Frank Scirica, Realtor who will work from the Stroudsburg BHG Business Campus. Originally from Elmont, New York, Scirica has lived in the Poconos for the last 15 years. Scirica is a graduate of the Weichert Real Estate School in Bethlehem, PA.



Frank Scirica

Scirica's career includes being a Dollar General Store Manager and before learning about the Wilkins organization, he was employed by Keller Williams Real Estate, 404 Park Avenue in Stroudsburg.

Said Thomas R. Wilkins, CEO, "Frank was overlooked at his previous Broker; this guy has a lot of class. He is also a property investor, enjoys gardening and was totally sold on the Better Homes and Gardens free training that we offer all of our Realtors when they join the company."

**Business Card Exchange  
and other Sponsorships  
Available for 2017!**

**We are also looking for a  
business who would like to  
host a Business Card  
Exchange.**

**Please contact  
Pat Metzgar at the  
Chamber at 570.421.4433**

Better Homes and Gardens Real Estate is looking forward to a record year in 2016 even though the first 3 months of 2016 were slow to start without snow.

Said Wilkins, “2017 has all the makings of a strong year. While I understand it’s very early to predict a continued strong market, I do feel safe saying it. While we’ve seen the Lehigh Valley market struggle because of no inventory that is not our problem in the Poconos. Even if the Feds raise the rates, it is still a buyer’s market and we are seeing more and more sellers making the profit they should at closing. The Pocono real estate market is back!”

Better Homes and Gardens Real Estate has a very structured marketing plan for the company, individual agents and their Real Estate Teams for 2017. In January, the Company is launching Dot Loop, an interactive online back office management program specifically designed for the Real Estate industry and ZAP, which will become their new website. Previously, before the creation of ZAP, Realty purchased ZIP Real Estate, a completely online real estate brokerage platform.

All Wilkins offices are open 7 days a week; visit them on Facebook, LinkedIn and online at [www.BHGWilkins.com](http://www.BHGWilkins.com).

### **GOOD SHEPHERD LEASES SPACE FROM ST. LUKES FOR INPATIENT REHABILITATION UNIT ON NEW MONROE CAMPUS**

Good Shepherd Rehabilitation Network is leasing nearly 13,000-square-foot at St. Luke’s University Health Network’s Monroe Campus to open a 12-bed inpatient rehabilitation unit. The new hospital opened in October, and the Good Shepherd unit is expected to open in January 2017.

“We welcome our Good Shepherd colleagues and look forward to hosting their services at our new campus. Together, we will continue to enhance the care for Monroe County residents,” says Don Seiple, President, St. Luke’s Monroe Campus.

The unit will provide inpatient rehabilitation for patients who have experienced stroke, major-multi traumas, complex joint replacements, amputation, severe arthritis, multiple sclerosis and other physical and neurological conditions. Good Shepherd Rehabilitation at St. Luke’s Monroe Campus will offer specialized rehabilitation care in private rooms and will be the most comprehensive unit of its type in the Monroe County area. Services will include neurorehabilitation, physical and occupational therapy, speech/language therapy, oncology rehabilitation and psychological services

“Good Shepherd Rehabilitation Network has proudly served the Pocono region for more than 17 years with consistently strong patient outcomes. We look forward to continuing to provide leading edge inpatient rehabilitation, compassionate care and excellent service in partnership with St. Luke’s Monroe Campus at their state-of-the-art

facility,” says John Kristel, President & CEO, Good Shepherd Rehabilitation Network.

Currently, Good Shepherd operates an inpatient rehabilitation unit at Pocono Medical Center (PMC). Good Shepherd’s agreement for operating the unit at PMC in East Stroudsburg ends on December 31, 2016.

The unit at St. Luke’s Monroe Campus will operate under the Good Shepherd Rehabilitation Hospital license, with the 12 beds transferring from the PMC unit. Good Shepherd’s highly skilled staff from the Pocono Medical Center unit will shift to working at the new unit supported by staff at St. Luke’s Monroe Campus.

### **AAA North Penn Supports the Ronald McDonald House**

Employees from the Scranton Office of AAA North Penn recently presented the Ronald McDonald House of Scranton



*From l to r: Danielle Jones; Nina Waskevich (back); Melissa Garcia; Caitlynn Cadwalder; Dana Gillern; and Andrew Snyder.*

with a check on behalf of their Scranton Employee Fund. While visiting the employees also received a tour of the charming facility. Each room felt like home and it was beautifully decorated for the holiday season.

The Ronald McDonald House serves families of children hospitalized in local hospitals at no cost to the family. They rely on volunteers and donations to enhance their services and programs.

AAA North Penn serves AAA members in the following area(s): Lackawanna, Monroe, Lycoming, Wayne, Bradford, Susquehanna, Pike, Tioga, Wyoming, Potter and Sullivan Counties.

## Local insurance agency Christmas tree project benefits Monroe County Area Agency on Aging and Pleasant Valley Manor



From l to r: Michele A. Frailey-Miller, FIFS, Sandy E. Haley, FIFS, Susan A. Pagano, MCAA Fiscal Technician, Wanda J. Nicolo, MCAA Aging Case Aid III, and Josephine A. Fontan, FIFS

Recently team members at Frailey Insurance and Financial Services helped to load numerous gifts collected through the “Angels for Aging” Christmas tree project. These gifts were donated by clients, team members and the public. It was the first year that Frailey Insurance and Financial Services partnered with Pleasant Valley Manor, and what a huge success it was. Essentials to big-print books and bedroom slippers were on the list.

“We are so grateful that the ‘Angels for Aging’ project coordinator reached out to us. These gifts will help us ensure that all our residents are remembered at this special time of year,” says Jane Kuntz, Activities Director.

Wanda J. Nicolo, Aging Case Aid II, and Susan A. Pagano, Fiscal Technician, helped to load and distribute the gifts. “The Monroe County Area Agency on Aging expresses our heartfelt appreciation to the Frailey Insurance and Financial Services for creating and implementing the ‘Angels for Aging’ program that benefits elderly individuals during the holiday season. Many of our elderly residents in Monroe County are struggling to pay for their day-to-day basic necessities; are often alone without family nearby, and this infusion of holiday cheer into their lives makes the season a bit brighter,” states Nicolo.

If you would like the Frailey team to partner with your organization, you may contact Carole’ Ann F. Bowyer at 570-421-7447 x223.

## Dr. Israel Zigelboim Leads OB/GYN Growth, Vision at St. Luke’s



Israel Zigelboim, MD

Israel Zigelboim, MD, FACOG, FACS, is focused on the future of St. Luke’s University Health Network’s Department of Obstetrics and Gynecology. As its newly named Chair, he has a deep appreciation for the generations of babies who were born at St. Luke’s University Health Network’s Bethlehem and Allentown campuses and now are coming back to have their babies there.

He wants today’s new parents to have the same good experience their parents had and his plan is to have the Net-

work continue to distinguish itself by continuing to focus on its small, user-friendly practices.

“We will maintain this model because it allows a woman to know all the names and faces of the people who are taking care of her. Women who are patients in much larger network practices often feel they’re being cared for by strangers,” Zigelboim said.

“For the past 100 years, our department has been women’s preferred care provider and we are going to build on that by making access to great care very easy no matter where a woman finds herself on the age spectrum. Whether she’s a teen, a new mom, pre-menopausal, menopausal or beyond, every woman will find her best patient care experience here at St. Luke’s,” he said.

His strategy is working: Year-over-year new patient numbers have increased more than 100 percent.

Moving forward, Dr. Zigelboim’s vision is to grow St. Luke’s already burgeoning OB/GYN Department by getting more national visibility. To do that, the Network will be taking its excellent medical education and clinical research into its main areas of focus.

Additionally, to keep up with the growth spurred by two new hospitals, St. Luke’s will continue to recruit physicians who are interested, experienced and who have a track record of success in academic endeavors as well as in patient care.

“We’re lucky to be positioned between New York and Philadelphia,” Dr. Zigelboim said, “And there are specialties we have not yet tapped.”

Five years from now, he said, “We’ll be twice the size we are now, and the Network that is already the Lehigh Valley’s preferred care provider will be nationally positioned at an academic level in a very competitive way.”

Dr. Zighelboim is board certified in obstetrics and gynecology and gynecologic oncology and is a fellow of the American College of Obstetricians and Gynecologists and the American College of Surgeons. He is an ad hoc reviewer for the journals *Gynecologic Oncology*, *Cancer Research*, *Clinical Cancer Research*, *Journal of Clinical Oncology* and the *American Journal of Obstetrics and Gynecology* and is Editorial Board Member of *Gynecologic Oncology Case Reports*.

He is experienced in minimally invasive surgery and managing cancerous and noncancerous diseases of the female reproductive system. His special interest and expertise is in cancer genetics. His research has been funded by the National Cancer Institute and private foundations.

### Jennifer Axelband, DO, First Ever Board Certified in Surgical Critical Care



Jennifer Axelband, DO

Ten. Long. Years.

That's how long it took Jennifer Axelband, DO, after she graduated from medical school, and completed an emergency medicine residency and surgical critical care and trauma fellowship training, to achieve a momentous personal and professional goal: Dr. Axelband recently has become the first ever osteopathic emergency medicine trained-physician to be board certified in surgical critical care by the American Osteopathic Boards of Surgery (AOBS) in the history of U.S. medicine.

"Board certification has never been available to anyone in my position until now," Dr. Axelband, Education Medical Director of Critical Care and Medical Director of Neurologic Critical Care at St. Luke's University Hospital, said recently.

And by "in my position," she said, she means that before she soldiered through layer after layer of bureaucracy and red tape, no emergency medicine trained osteopathic physician was ever eligible to sit for the surgical critical care exam. Successful completion would allow her to be board certified in surgical critical care by the American Osteopathic Board of Surgery and the American Osteopathic Association (AOA).

The Accreditation Council for Graduate Medical Education recognizes only allopathic physicians—MD's—to sit for the exam given by the American Board of Surgery. The AOA certification for surgical critical care via AOBS was only available to surgeons. Until recently, osteopathic emergency physicians did not have a certification pathway for

surgical critical care.

Thanks to Dr. Axelband's persistence, the AOA and AOBS now recognizes qualified osteopathic emergency medicine trained physicians who complete a surgical critical care fellowship as eligible to take the SCC boards.

"Dr. Axelband continues the great tradition of breaking barriers that has personified the St. Luke's Critical Care Fellowship. This is a momentous achievement that only serves to underscore the dedication and compassion she displays every day while caring for the critically ill," according to James Cipolla, MD, Surgical Critical Care Fellowship Director at St. Luke's University Health Network.

### Consumer Reports: St. Luke's Among Best at Infection Control

St. Luke's University Hospital in Fountain Hill was named by Consumer Reports to a list of the best major teaching hospitals in the U.S. at preventing central line infections in Intensive Care Units.

A recent story, "Zero Tolerance for Deadly Hospital-Acquired Infections," says St. Luke's University Hospital is one of only two teaching hospitals in Pennsylvania—and the only one in the Lehigh Valley—to be recognized among the nation's best in this critical-care area.

"St. Luke's has been focused on, and diligent in providing all evidenced-based care in our ICUs to prevent infection," Donna Sabol, St. Luke's vice president and chief quality officer, said. "Our friends and neighbors can rest assured that they're receiving high quality care when choosing St. Luke's."

The rating is based on data collected between 2011 and 2015, and uses information hospitals provided to the Center for Disease Control and Prevention to calculate its results.

For each of those years, St. Luke's University Hospital received Consumer Reports' second highest rating. That means the information used for St. Luke's indicates the Network was at least 50 percent better than the historic average.

The historic average used as a baseline to compare current numbers is the central-line infection rate in U.S. Hospitals from 2006 through 2008, according to the magazine.

In total 32 teaching hospitals were named to the top performers list. The Consumer Reports publication also includes a list of 31 poor performing teaching hospitals for infections in Intensive Care Units.

Hospital-acquired infections are the nation's eight leading cause of death. Central line-associated infections account for five percent of all hospital-acquired infections. The average cost to treat a central line infection is \$46,000.

"We are extremely proud of this recognition," Sabol said.

## NCC to Host START Hospitality Training Info Session

Northampton Community College will host information sessions for students interested in a free hospitality training program called START (Skills, Tasks and Results Training) at 4 p.m. on January 10 and 24, and at 4 p.m. on February 7, in Room 26 of Kapp Hall on the College's Monroe campus at 2411 Rt. 715 in Tannersville. Sessions will also be offered at 11 a.m. on January 11 and February 7 at the Wayne Pike Workforce Alliance, 92 Main Ave., in Hawley.

The session will give prospective students an opportunity to meet the instructors, hear from local resort leaders and learn about the program.

During the 10-14 week course, which includes 200 hours of classroom hospitality instruction, 45 hours of academic support and job shadow assignments, students will prepare for a career in the hospitality industry and earn up to five industry-recognized certificates, including ServSafe, RAMP and Guest Service Professional.

Developed by the American Hotel & Lodging Educational Institute, START teaches the foundation of hospitality operations while preparing students to go straight from the classroom into the workforce.

Classes begin February 27. Day and evening classes are available. To register for the information session, visit [www.lifelearn.northampton.edu](http://www.lifelearn.northampton.edu) or call 570-369-1948.

## Dr. Tangoren's Recipe for Weight Loss During the Holiday Season

As the holiday season nears its peak, so does the fourth installment of Pocono Medical Center's Biggest Winner Challenge as it continues to yield amazing results for participants, even through the holidays.

"The main ingredient in Dr. Tangoren's holiday recipe for weight loss is his passion," said Kristi Whitby, Public Affairs Coordinator at Pocono Medical Center and right-hand to Dr. Musa Tangoren, Board-certified anesthesiologist at Pocono Medical Center and Director of the Biggest Winner Challenge. "The same cheer and love families share around the holidays is abundant throughout the challenge providing hope and motivation for participants who seize the opportunity for a new lifestyle."

The Biggest Winner Challenge serves as Pocono Medical Center's continued response to the results of its Community Needs Health Assessment, conducted every 3 years, which reveals obesity as the highest-occurring impact on families throughout Monroe County. The program aims to inspire its participants to make positive changes through health and wellness education, awareness, and outreach with a specific and strict no-drug and no-supplement approach.

"Your health is your most valuable asset," a phrase most people can recite from memory. But how much does one really *apply* this knowledge to daily life?" asks Dr. Tangoren. This is an example of one of the many wise bits of advice Dr. Tangoren uses as part of his daily positive messages that are emailed to every participant to motivate their 6-month weight-loss journey.



*Dr. Musa Tangoren, Board-certified Anesthesiologist at Pocono Medical*

As the attendance grows each year, the results grow along with it. This year's Biggest Winner Challenge includes over 170 participants who together contributed an astonishing total weight loss of nearly 1,300 pounds during the holiday season with still one month to go.

Since the Biggest Winner Challenge's inception back in April of 2014, the program has had unrivaled success throughout Monroe County providing over 6,000 pounds lost, not including this year's challenge's results.

The program's accomplishments year after year are attributed to the founder, champion and health guru, Dr. Tangoren, alongside other dedicated Pocono Medical Center staff and professionals who coach, motivate and inspire the participants to make positive changes through health and wellness education, awareness, outreach, and the addition of group exercise.

## Pocono Arts January 2017 Studio Classes

The Pocono Arts Council will offer the following classes during the month of January. Classes, unless noted otherwise, are held at the Pocono Arts Cultural Center, 18 N. Seventh St., Stroudsburg. To register call PoconoArts at 570-476-4460 or register on line at [www.poconoarts.org](http://www.poconoarts.org).

### ONGOING OIL PAINTING

Instructor John McAllister

Thursdays 6:30-8:30pm

January 5, 12, 19, 26

This ongoing workshop focuses on the individual, helping them to develop their own personal style and technique working with the oil medium. Learn how to develop your

painting by understanding drawing and composition. Working at your own pace, you pick the subject while the instructor guides you through the painting process.

Tuition: Member \$75/Non-Member \$85: Senior Member \$65/Non-Member \$75

**MATERIALS LIST**

### **ONGOING INTERMEDIATE WATERCOLOR**

Instructor Iraina Caramelli

Sundays 1-4pm

January 8, 15, 22, 29

Come join us in this ongoing watercolor journey and discover the flexibility of this wonderful medium. We will cover composition, form, shapes and definitely color!!! Students can work from photos that they have taken or utilize the still life that will be set up during each workshop. A very free approach will be explored where your creativity takes wing. **JOIN THE JOURNEY!**

Tuition: Member \$100/Non-Member \$110: Senior Member \$90/Non-Member \$100

### **Painting with a Palette Knife**

Instructor Linda Stockman

4 weeks, January 9, 16, 23, 30, Monday 6-8pm

Painting with a palette knife gives the artist a very unique, impasto style used by many Impressionistic Masters. Students will paint a subject of choice using palette knives and acrylic paint. No brushes will be utilized in this workshop.

Tuition: Member \$60/Non-Member \$70: Senior Member \$50/Non-Member \$60

**MATERIALS LIST**

### **Glass Painting**

Instructor Julia Thomas

One Evening, January 24, Tuesday, 6-9pm

One Evening, January 31, Tuesday, 6-9pm

These workshops are for beginner to advanced students. Glass painting is for all level of artists. This particular workshop will encompass a drawing phase, a composition phase and a painting phase. Bring along pictures you want to draw or use the patterns provided for you. You will complete a painted glass to take home. The subject matter is your choice!

Tuition: Member Each Workshop \$30/Non-Member \$40: Senior Member \$20/Non-Member \$30

PoconoArts classes fill on a first come, first serve basis. Placement in a course is secured when payment in full is received. If PoconoArts must cancel a class due to low enrollment, students will be notified prior to the scheduled start date of the class and full refunds will be issued. Tuition refunds will be honored if received ten days prior to the beginning of a class/workshop. PoconoArts will not refund or reduce any class fees for missed classes or late enrollment. The Pocono Arts Council is a local arts service organization serving Monroe, Pike and Wayne counties.

### **Pocono Medical Center Hosts Holiday Party to Benefit Local Children**

Pocono Medical Center (PMC) made the holidays brighter for children and their families served by the Salvation Army in East Stroudsburg at a special holiday party Wednesday night at the Dale and Frances Hughes Cancer Center in East Stroudsburg. More than a hundred people came to celebrate and enjoyed music, food, games, and a visit from Santa Claus himself, who delighted the children with the classic tale *'Twas the Night Before Christmas* by Clement Clarke Moore before handing out presents and talking with the kids about what they most want for Christmas.

"The kids and families really enjoyed themselves, and it was a time for fellowship and friends" says Jayne Marquet, Youth Ministries Director at the Salvation Army. "At the Salvation Army we appreciate it so much," she adds.

This is the sixth year PMC has sponsored this joyous celebration of family and friends, and the true meaning of the holiday season. "As the CEO of PMC, nothing makes me prouder than when we hold events like these for families in our very own community," says Jeff Snyder, President and Chief Executive Officer of Pocono Health System and PMC. "Serving people is at the core of what we do each and every day at PMC, and to know we can make a difference in children's lives during the holiday season makes our entire team appreciate all the blessings we have in our own lives."

Metz Culinary Management, Inc., the company that provides food services at PMC, donated all food, drinks, and desserts served at the event. "Metz is more than happy to contribute to this wonderful event," says Bob Samra, Metz Culinary Management's Director of Food Services at PMC. "From the hospitality of the food services staff who worked during the event to the special touches for the meal itself, the entire dietary staff worked extremely hard to make this a very special event for our local children and their families."

Teen volunteers Alex Kelly, who dressed up in costume to entertain the children, Sam Matrisciano, Anthony Nostro, Jacob Pino, and Jesse Wiseburn—all members of Boy Scout Troop 83 in East Stroudsburg—as well as PMC volunteer Eric Mangual, and Kimberly Alejo, Aubrey Reese, and Alexa Visconti from the Youth Group at St. Maximilian Kolbe Parish in Pocono Pines volunteered to help make the event a success by playing games and helping with a variety of fun activities.

### **NORTHEASTERN PENNSYLVANIA RESIDENT JOINS THE ALZHEIMER'S ASSOCIATION GREATER PENNSYLVANIA CHAPTER BOARD OF DIRECTORS**

The Alzheimer's Association announces the election of Geoffrey M. Roche of Pocono Medical Center in East Stroudsburg, to its Greater Pennsylvania Chapter Board of

Directors.

Mr. Roche joins current board members in steering the strategic direction of the Association as it carries out its mission to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.



*Geoffrey M. Roche, Director of Public and Government Affairs at Pocono Medical Center*

“Alzheimer's not only affects the person diagnosed, but their friends, loved ones, and caretakers as well,” said Mr. Roche. “As Board member, I am honored to have the opportunity to instill the dedication, resources and passion both myself and my employer, Pocono Medical Center, has for its community in furthering the mission of the Alzheimer's Association to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.”

In addition to his duties with the Alzheimer's Association, Roche is also the Director Public and Government Affairs at Pocono Medical Center. He comes to the Alzheimer's Association with diversified experience in government and legislation affairs. His passion toward serving the health concerns of the community has allowed him the opportunity to work alongside coalitions, elected officials and lobbyists to make a positive impact.

Roche, a Lehigh Valley Business 40 Under 40 winner and recipient of the Governor's Pen award, has participated and Chaired a lengthy list of charitable organizations in Monroe County. He is a recent Masters of Public Administration graduate of East Stroudsburg University as well as receiving his Bachelor of Arts Degree from Moravian College.

“We are so happy that Geoffrey has volunteered to be on our board of directors,” said Gail Roddie-Hamlin, President and CEO of the Alzheimer's Association Greater Pennsylvania Chapter. “His vision and expertise will help the Greater Pennsylvania Chapter continue on our mission to end Alzheimer's disease”

Mr. Roche's employer, Pocono Medical Center, has also held multiple initiatives throughout the past fiscal year in partnership with the Alzheimer's Association. From partnering with local elected officials to offer memory disorder and neurology education seminars for the community, to participating as a sponsor in the Alzheimer's Association's annual Walk to End Alzheimer's, Pocono Medical Center

remains committed as the region's healthcare provider in fulfilling the needs of its community.

Roche was elected to a two-year term of service.

More than 5 million Americans are living with Alzheimer's disease, according to the Alzheimer's Association *2016 Alzheimer's Disease Facts and Figures* report, including over 270,000 in Pennsylvania alone. Alzheimer's is the sixth-leading cause of death in the United States and the only one among the top 10 in the U.S. without a way to prevent, cure or even slow its progression.

The Alzheimer's Association advocates for the needs and rights of people facing Alzheimer's disease. The Association calls for an increased commitment to Alzheimer's funding from the federal government for Alzheimer's research, education, outreach and caregiver support. It helps to pass landmark legislation such as the National Alzheimer's Project Act, which mandated the creation of the nation's first plan to fight Alzheimer's disease. It was also a driving force behind the passage of the Alzheimer's Accountability Act, which allows expert scientists at the National Institutes of Health to directly communicate with Congress about the resources needed to achieve the National Plan's goal of preventing and effectively treating Alzheimer's disease by 2025.

### **December's DAISY Award Nurse Recognized at Pocono Medical Center**

Nurses at Pocono Medical Center are being honored with **The DAISY Award for Extraordinary Nurses**. The award is part of the DAISY Foundation's program to recognize the super-human efforts nurses perform every day.

“As a nursing leader there is no greater honor than seeing my team be successful,” said Tammy Castles, Nurse Manager of Cardiovascular Telemetry at Pocono Medical Center. “Ariel is always a wonderful nurse who quietly goes about her work. I hear wonderful things from her patients every day. The number one thing they speak about is her kindness and attentiveness to their needs. I am proud and honored to have her as a member of my team.”

The December 2016 DAISY Award goes to Ariel Green, RN, Cardiovascular Telemetry Unit. Here is an excerpt of Ariel's nomination letter, “I was recently a patient on the 3<sup>rd</sup> floor CV Tele unit at PMC. All too often we find the time to complain about people in institutions such as yours but forget to bring to light those who are doing exceptional work. Therefore I wanted to just let you know how impressed I was by the day nurse Ariel in this ward. While I am sure that you and your colleagues already are aware of the quality of her work, I wanted to express to you, from a patient's point of view, what a difference she made in my experience at PMC. Ariel, in many ways of course, just did what she was ‘supposed to do’ but did so not only with absolute competence and professionalism but with sincere compassion and kindness. While fortunately my outcome medically was excellent, for a time during my stay, I had to ponder the potential of a life-threatening diagnosis. Ariel's calm presence and thoughtfulness was of great

comfort to me during that time. Certainly much of nursing can be learned, but Ariel brings a natural talent and enthusiasm to her work that makes her truly a healer.”

The not-for-profit DAISY Foundation is based in Glen Ellen, CA, and was established by family members in memory of J. Patrick Barnes. Patrick died at the age of 33 in late 1999 from complications of Idiopathic Thrombocytopenic Purpura (ITP), a little known but not uncommon auto-immune disease. The care Patrick and his family received from nurses while he was ill inspired this unique means of thanking nurses for making a profound difference in the lives of their patients and patient families.

“It’s important that our nurses and our community know how much we value the work that our nurses do every day in exceeding the standards for patient care,” said Elizabeth Wise, RN, MSN, MBA, DrNP(c), NEA-BC, CENP, Chief Operating Officer and Chief Nursing Officer at Pocono Medical Center. “The DAISY Award provides a way for us to express that.”



From l to r: Amy Ramsberger, RN; Karen Ball, RN; Christina Martin, RN; Ariel Green, RN; Tammy Castles, Nurse Manager; Christine Newberry, RN; Christopher Bacon, RN; Bobbie Jo Manfre, Nurse Extern from Nothampton Community College

Each month, a nurse will be selected by Pocono Medical Center’s nursing administration to receive The DAISY Award. At a presentation given in front of the nurse’s colleagues, physicians, patients, and visitors, the honoree will receive a certificate commending her or him for being an “Extraordinary Nurse.” The certificate reads: “In deep appreciation of all you do, who you are, and the incredibly meaningful difference you make in the lives of so many people.” The honoree will also be given a beautiful and meaningful sculpture called A Healer’s Touch, hand-carved by artists of the Shona Tribe in Africa.

One day while Pat was in the hospital, he asked his family to bring him a Cinnabon® cinnamon roll plus enough for all the nurses in his unit. With the help of Cinnabon’s parent company, FOCUS Brands, The DAISY Foundation carries on this tradition by serving Cinnabons to all the nurses in the Award recipient’s unit in thanks for every-

thing they do for their patients and families.

Said Bonnie Barnes, President and Co-Founder of The DAISY Foundation, “When Patrick was critically ill, our family experienced first-hand the remarkable skill and care nurses provide patients every day and night. Yet these unsung heroes are seldom recognized for the super-human work they do. The kind of work the nurses at Pocono Medical Center are called on to do every day epitomizes the purpose of The DAISY Award.”

For a complete listing of healthcare organizations currently running the program, please go to <http://DAISYfoundation.org>

Boulder Climbing, a Ninja Warrior Obstacle Course, Bounce Houses—what more could anyone ask for? **Pocono Rocks** is on course rolling right into downtown Mount Pocono with a place to go for indoor fitness based fun.

Admiring his children, 10 year old Caleb and Cadence age 9, deliberately ditch digital temptation and engage in physical recreation; avid climber and all around outdoorsman, Darien Bohdal envisioned, “A fun safe place for kids;” that encourages, “An experience for you and your child.”

Agreeing, wife Jodi jumped right in illustrating mutual benefits embracing the idea as an opportunity for kids to blow off a little steam; while parents and caregivers blow a little steam off Cappuccinos, Lattes and other breakfast, lunch and light fare cuisine tableside at **The Little Rock Cafe in Pocono Rocks**.

Figuring a female side of fitness into the equation, “It [climbing] works the mind and body,” she states, explaining, “The core workout is phenomenal plus figuring out your next maneuver as you climb builds mental stamina.”

Put in place **Pocono Rocks** rocks the group gatherings and birthday party side of planning with invitations, food, recreation plus cleanup and she was sold on the idea. Doors opened December 1<sup>st</sup> with the celebration echoing on into the holidays with ways to consider school break options.

Make Play Date Plans Today - Day Passes are just \$15!

Pocono Rocks!  
Easy to get to on Route 611 in Mount Pocono  
570.580.4100  
PoconoRocks.com

### Yasso-Rothrock Christmas City Classic Scheduled for January 14

The Yasso-Rothrock Christmas City Classic basketball tournament honoring George B. Yasso & Todd R. Rothrock is scheduled for Saturday, January 14, 2017 at Freedom

High School.

An exciting triple-header featuring the three BASD boys basketball teams will kick off at 4 pm. Prior to the high school games, the Bethlehem Feeder programs will be playing starting at 12:15 pm. All games will be played at Freedom High School for what is going to be an exciting day in Bethlehem sports.

**Schedule of Events:**

- 4 pm Bethlehem Catholic vs. Lincoln Leadership Academy
- 6 pm Liberty vs. Blue Mountain
- 8 pm Freedom vs. Bangor

Adults: \$5  
 Students: \$2  
 Senior Citizens Over 62: Free

All feeder program athletes wearing their jerseys are admitted for free. Season passes are not valid for entrance. Scouting passes accepted. Ticket admission is valid for all three games.

The Christmas City Classic’s mission is to foster unity across the community, promote good sportsmanship, provide essential funding for youth sports programs and teach student athletes the value of a sporting life. This is to foster the development of basketball skills, sportsmanship and the importance of teamwork and community service. All proceeds benefit the Bethlehem Catholic, Freedom and Liberty Basketball programs as well as their respective feeder programs. Donations will also be provided to the Boys and Girls Club of Bethlehem.

The Yasso-Rothrock Christmas City Classic is sponsored by St. Luke’s Sports Medicine and St. Luke’s Fitness & Sports Performance.

**Local agent participates in Financial Reality Fair**



From l to r: State Representative Rosemary M. Brown and Sandy E. Haley, Member Protection Sales Associate and Farm Account Manager

Sandy E. Haley of Frailey Insurance and Financial Services, recently joined other community businesses at Northampton Community College, Monroe Campus. Approximately 70 students attended the Financial Reality Fair sponsored by PSECU. It was a “real world” exercise

where students had the opportunity to choose goods and services needed in everyday life, from car payments to insurance coverage. “I enjoy participating in this type of exercise as it give students some practical knowledge about personal financial management in a one-day “real world” environment”, states Haley.

**Pocono Medical Center Named Center of Excellence in Minimally Invasive Gynecology**



From l to r: Dr. Shadi Kayed, OB/GYN; Dr. Vladimir Nikiforouk, OB/GYN; Dr. Radhika Ailawadi, Medical Director OB/GYN Physician Practices; Dr. Daying Zhang, OB/GYN

Pocono Medical Center was recently named a Center of Excellence in Minimally Invasive Gynecology (COEMIG) by the Advancing Minimally Invasive Gynecology Worldwide and Surgical Review Corporation.



Dr. Cheryl Hamilton, OB/GYN

Health Systems and their physicians and providers in consideration for this nationally-recognized COEMIG certification must undergo a strict assessment of physician and provider skills, processes, and continued education as well as an inspection every three years to ensure ongoing program compliance.

“This recognition is important to our patients in identifying not only our providers, but our health system as a certified leader in delivering minimally invasive surgery,” said Dr. Radhika Ailawadi, Medical Director of OB/GYN Physician Practices of Pocono Medical Center. “Our surgeons and physicians have been recognized as leaders in the field of minimally invasive gynecology, as we have adopted a high standard for patient care and safety.”

Dr. Ailawadi along with Dr. Shadi Kayed, OB/GYN; Dr. Vladimir Nikiforouk, OB/GYN; Dr. Daying Zhang, OB/GYN, and Dr. Cheryl Hamilton, OB/GYN are all recipients of the COEMIG certification, marking Pocono Medical Center as a nationally-recognized, award-winning health-care provider in OB/GYN services by both COEMIG and Healthgrades. "This undoubtedly should give our patients the confidence to choose Pocono Medical Center for all their care, close to home," said Dr. Ailawadi.

In August of 2016, Pocono Medical Center earned the 2016 Healthgrades Labor and Delivery Excellence Award™ and the 2016 Healthgrades Obstetrics and Gynecology Excellence Award™. These awards and certifications demonstrate superior outcomes in important components of women's healthcare services found only at Pocono Medical Center.

### **Pocono Health Foundation and the Rotary Club of the Smithfields Award \$7,500 to Monroe County Children's Programs**

Pocono Health Foundation and The Rotary Club of the Smithfields held its 25<sup>th</sup> Annual Holiday Tree Lighting Ceremony on Wednesday, December 7, 2015 at the Dale and Frances Hughes Cancer Center, awarding \$7,500 in grants for eight non-profit agencies that improve the lives of children in the community.



*Santa Claus at 2015's 24<sup>th</sup> Annual Holiday Tree Lighting*

"It is a privilege to continue to collaborate with the Smithfield's Rotary and our caring community on this event that enables us to provide much needed, innovative services to the children of the region through our partner human service agencies," said Steve Cunningham, Senior Vice President & Chief Business Development Officer of Pocono Medical Center.

The Pocono Health Foundation and Rotary Club of the

Smithfields raise the funds by program ad sales, Christmas tree sponsorships and the sale of red, green, and white holiday bulbs in memory or in honor of a special person. These bulbs are then illuminated during the Tree Lighting Ceremony, honoring the generosity of local organizations and community members who have donated monies. After the Holiday Tree Lighting the sponsored Christmas trees are donated to local non-profits. The event encourages the community to join together to ring in the holiday cheer.

"We are honored that by the generosity of our community we are able to bring families together during the holiday season and further support the deserving programs of Monroe County that serve our youth," said Marynell Strunk, Manager Pocono Health System's Pocono Health Foundation.

The Pocono Health Foundation Grant Committee selected this year's recipients based on a competitive grant review process. These grant awards allow for the purchase of winter boots, coats, food, books and educational supplies and many other basic needs. The eight organizations that were chosen are:

- American Red Cross
- Big Brothers and Big Sisters of the Bridge
- Family Promise of Monroe County
- Melon's Gift, Inc.
- PA Treatment and Healing
- Pocono Area Transitional Housing (PATH)
- Weller Health Education Center
- Youth Infusion, Inc.

There was a special appearance by Santa Claus accompanied by musical entertainment from the JM Hill Elementary School Chorus, Stroudsburg Jr. High School Chorus, and the East Stroudsburg High School North Chorus.

### **First Time in Seven Years Pocono Medical Center Awards Three Local EMS Providers with STEMI Cup Award**

In recognition of successful, high-quality cardiac care being dependent on coordination, teamwork, and quality outcomes, Pocono Medical Center's ESSA Heart and Vascular Institute awards its 7<sup>th</sup> Annual STEMI (Heart Attack) Cup to three local EMS providers for the first time: Pocono Mountain Regional Emergency Services, Suburban EMS, and West End Community Ambulance Association.

"West End Community Ambulance Association is honored to be recognized as a consecutive STEMI Cup winner," said Tom Keen, Operations Manager of West End Community Ambulance Association. "Our core values of pride, professionalism, and compassion are reflected through the full complement of cardiac services at PMC of which we entrust the care of our cardiac patients."

The ESSA Heart and Vascular Institute at Pocono Medical Center is celebrating its 10<sup>th</sup> anniversary this year, performing nearly 17,000 open-heart surgeries, diagnostic cardiac catheterization procedures, and percutaneous coro-



From left: Nick DeWitt, Director of Operations Suburban EMS; Dave Koerner, Paramedic at Suburban EMS; Mary Grace Conklin, RN, PMC; Andrew Lefever, Cardiovascular Interventional Specialist, PMC; Will Hardish EMT at Suburban EMS; John Polishan Nurse Manager of the Cardiac Cath Lab/Rapid Treatment Center, PMC; Jon McCombs, Operations Coordinator

nary angioplasty (PCTA) procedures. It is also named a Blue Distinction Center+® in the area of Cardiac Care as part of the Blue Distinction Centers for Specialty Care® program by Blue Cross of Northeastern Pennsylvania. “For the past decade or so, a nation-wide trend has showed STEMI and cardiac patients experiencing a quicker, more fluent response time throughout their continuum of care, thanks to optimized processes and stronger relationships built between pre-hospital care providers and hospitals,” said Dr. Karthik Sheka, M.D., Medical Director of Cardiac Catheterization and Electrophysiology Labs of Pocono Medical Center. “We are proud to grant this award to three local emergency service providers as proof that the coordination of efforts from our pre-hospital providers to the ESSA Heart and Vascular Institute result in superior cardiac care close to home.”

Pocono Mountain Regional Emergency Services, Suburban EMS, and West End Community Ambulance Association tied for the first time ever in this year’s award-winning “door-to-balloon time” of 23 minutes. “Door-to-balloon time” is a phrase used to describe the moment a patient comes to the emergency room to the time the clogged artery is successfully opened with a stent or balloon. “We would like to thank PMC for their continued support and partnership they share with all EMS agencies,” said Nick DeWitt, Director of Operations of Suburban EMS. “It is a pleasure to continue working together to achieve our goals in providing the best possible care to the patients throughout all of the communities within, and surrounding, Monroe County.”

Pocono Medical Center’s Cardiac Catheterization Lab created the STEMI (ST elevation myocardial infarction) Cup competition as a means to acknowledge local EMS providers with the fastest door-to-balloon time for a STEMI pro-

cedure, but most importantly to endorse the importance of patients contacting 911 when experiencing symptoms of a heart attack. The STEMI Cup is a reflection of the outstanding pre-hospital care that is provided on a daily basis by all of the pre-hospital providers in our county,” said Denise Doremus, Operations Manager of Pocono Mountain Regional Emergency Services. “We are very fortunate to be recognized for making a profound difference to someone who needed us the most in their time of need.”

Pocono Medical Center also recently announced the implementation of its new 12-lead electrocardiogram (EKG) System for local emergency service providers. With the 12-lead EKG system, local providers will now have the ability to electronically send a patient’s heart activity to Pocono Medical Center physicians and nurses who can view and monitor the activity in real time.

This system not only strengthens the works of local providers in the pre-hospital setting, but also improves the quality of care by allowing EMS providers to communicate with the emergency response team so any appropriate measures may be prepared before the patient’s arrival. By the end of 2016, Pocono Medical Center will have made the 12-lead EKG system available to local emergency medical providers including Bushkill EMS, Suburban EMS, West End Community Ambulance Association, and Pocono Mountain Regional EMS who pioneered this technology as part of their service in Monroe County since August of 2010.

## Ribbon Cutting

### PMC’s Gift Shop



A ribbon cutting was recently held to celebrate the grand opening of Pocono Medical Center’s new gift shop. For more information, stop by and visit, or call 570.421.4000.

# Business Card Exchange

The Business Card Exchange was held on December 5th at the Big A Grillehouse in Marshalls Creek.



*Business Card Exchange at Big A Grillehouse*

The next Business Card Exchange will be held on Monday January 9, 2017 at East Stroudsburg University's Kemp Library - Jazz Lounge.

Sponsorships are available for future business card exchanges. For more information, please contact the Chamber at 570.421.4433.

# Women in Business

The December Women in Business luncheon, sponsored by Wayne Bank, was held at the Inn at Pocono Manor. Dr. Karin-Susin Breitlauch, of Creature Comforts, presented the topic "Service Above Self" The annual Ornament Exchange was also held after the presentation.



*Doug Atherton - Wayne Bank - Luncheon Sponsor*

# Free Seminar Series - December

The "Free Seminar Series for Chamber Members Only" was held on December 9th at the Holiday Inn Express in Stroudsburg. The topic "Master Internet Marketing Like an Expert to Succeed in the Online Game" was presented by CreativeWorks. These seminars will be scheduled once a month, and will feature a different topic pertaining to business. For more information, or if you have a topic you would like to present, please contact the Chamber of Commerce at 570.421.4433.



"Master Internet Marketing Like an Expert to Succeed in the Online Game", presented by Creative Works.



*Dr. Karin-Susin Breitlauch, Presenter*

The January luncheon will be held at Peppe's Bistro. The topic "Savvy Social Media Strategies for 2017" will be presented by Sarah Raley of Pinnacle P.R. Group, LLC, and will be sponsored by Kash, Fedrigon, and Belanger.

For more information on upcoming WIB lunches, to donate a door prize, or to sponsor a luncheon, please contact Miriam Conway at 570.421.4433.

**LEADS WANTED!!!!**

If you are aware of a new or existing business in the Greater Pocono region that might be interested in learning more about the various benefits of chamber membership, please contact

Patricia Metzgar at 570.421.4433 or email to [pmetzgar@greaterpoconochamber.com](mailto:pmetzgar@greaterpoconochamber.com).

## Welcome New Members

The following new members are not listed in the 2015-2016 Membership Directory & Buyer's Guide. Please be sure to add this page to your copy of the Directory.

### **Johnson Technologies**

Rusty Johnson  
P.O. Box 552  
Reeders, PA 18352  
570.350.1304  
rjohnson@atas.com

### **COMPUTERS**

### **Monroe County Women's Commission**

Annette Atkinson/Maria Geffers  
c/o Middle Smithfield Township  
147 Municipal Drive  
East Stroudsburg, PA 18302  
570.223.8920  
aatkinson@mstowship.com  
www.womenscommissionofmonroecounty  
pa.com

### **NON-PROFIT ORGANIZATIONS**

### **Sonia's Sweet Inspirations**

Carl Tirella  
927 N. 9th Street  
Stroudsburg, PA 18360  
570.664.6686  
info@soniassweetinspirations.com

### **BAKERIES**

# IMPACT



*The Voice of Business since 1910*

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*Debi Cope* - First Vice Chairman

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*R. Douglas Olmstead* - Secretary

*Tom Sforza* - Assistant Secretary

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# IMPACT

Visit us at [www.greaterpoconochamber.com](http://www.greaterpoconochamber.com)

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