



# Start a Revolution: Leveraging Social Media to Build Culture and Community Across your Organization

**Pamela Riddell, MBA,** Administrator, Strategic Communications

**Kirstin Reed, MHA,** Manager, Internal Communications and Engagement

Lehigh Valley Health Network



# Agenda

- Speaker biographies
- Learning objectives
- Building connections
- Starting a revolution
- Key takeaways
- Questions

# Pamela Riddell, MBA



Pamela Riddell is the Administrator of Strategic Communications for Lehigh Valley Health Network in Allentown, Pa. Pamela has oversight for internal/external communications, LVHN's websites and creative services across Marketing and Public Affairs.

During her 26-year tenure, Pamela has helped LVHN re-invent its brand, lead marketing into the digital age and implement a robust internal communications and engagement strategy for its 20,000 colleagues.

Pamela provides strategic counsel to senior leadership and supports transparency and engagement as we navigate monumental change in health care. She has presented more than a dozen times to national audiences on strategic communication and digital strategy and has been recognized as Woman of Influence in her community for her commitment to mentoring and growing other leaders.

# Kirstin Reed, MHA



Kirstin Reed is Manager of Internal Communications and Engagement at Lehigh Valley Health Network (LVHN), a 13-hospital system in eastern Pennsylvania, where she is responsible for driving an internal communication strategy that engages the health network's 20,000 employees.

Telling great stories is key to cultivating brand ambassadors for Kirstin and her team, who have been honored nationally by both PR Daily as 2020's Content Team of the Year and by PR News for Crisis Communications for their response to the COVID-19 pandemic.

A graduate of Penn State University's Master of Health Administration program, Kirstin completed an Administrative Residency at Penn State Health Milton S. Hershey Medical Center and an Administrative Fellowship at LVHN.

# Learning Objectives

1. Participants will be able to drive employee engagement through an ambassador program.
2. Participants will be able to improve retention by revolutionizing the way they communicate with and inspire employees.
3. Participants will be able to leverage social media to create brand ambassadors by focusing on building connection, community and culture.

TO AID THE HOSPITAL  
The Women of Allentown Will  
Lend a Helping Hand.  
THE LADIES' AUXILIARY

From the first hospital...

ALLENTOWN HOSPITAL.

Case No. /

Name *Clinton Trosell* Residence *Easton, Pa.* Occupation *Bricklayer*

Age *35 years* Sex *Male* Color *White* Ward *Surgical* No. of Papers *1*

Date of Admission *5-23-99* Time *5<sup>45</sup> pm* Date of Discharge *7-19-99* Result *Cured*

Operation *(Under) Fracture Reducing*

Nativity *American* Religion *Lutheran*

REMARKS:  
*Fracture of thigh at upper third in 2 places: fracture at ankle. Restored by Buck's apparatus - later plaster dressing and roller bandage. Result satisfactory - motion at ankle joint.*



...and the first patient in 1899...

...to the first graduates of the  
Allentown School of Nursing  
in 1901...



# Region's Health Care Leader

## Convenient Access to Excellence

- 80+ Testing and Imaging Locations
- 37 Community Clinics/Health Centers
- 20 ExpressCARE Locations
- 300+ Physician Practices



	<b>13</b> Hospital Campuses	<b>5</b> Health Institutes	<b>1</b> Children's Hospital
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### Partners in Care

- 2,400+ Physicians and APCs
- 3,760+ Registered Nurses
- 336 Residents and Fellows
- 1,874+ Volunteers

### LVHN by the Numbers

- 3.6 MM LVPG visits
- 285,000 ED Visits
- 9.7MM Lab Tests
- 6,800 Births

**20K+**  
#LVHNPROUD  
COLLEAGUES





# One Network, Many Subcultures







# Engaging Colleague Ambassadors

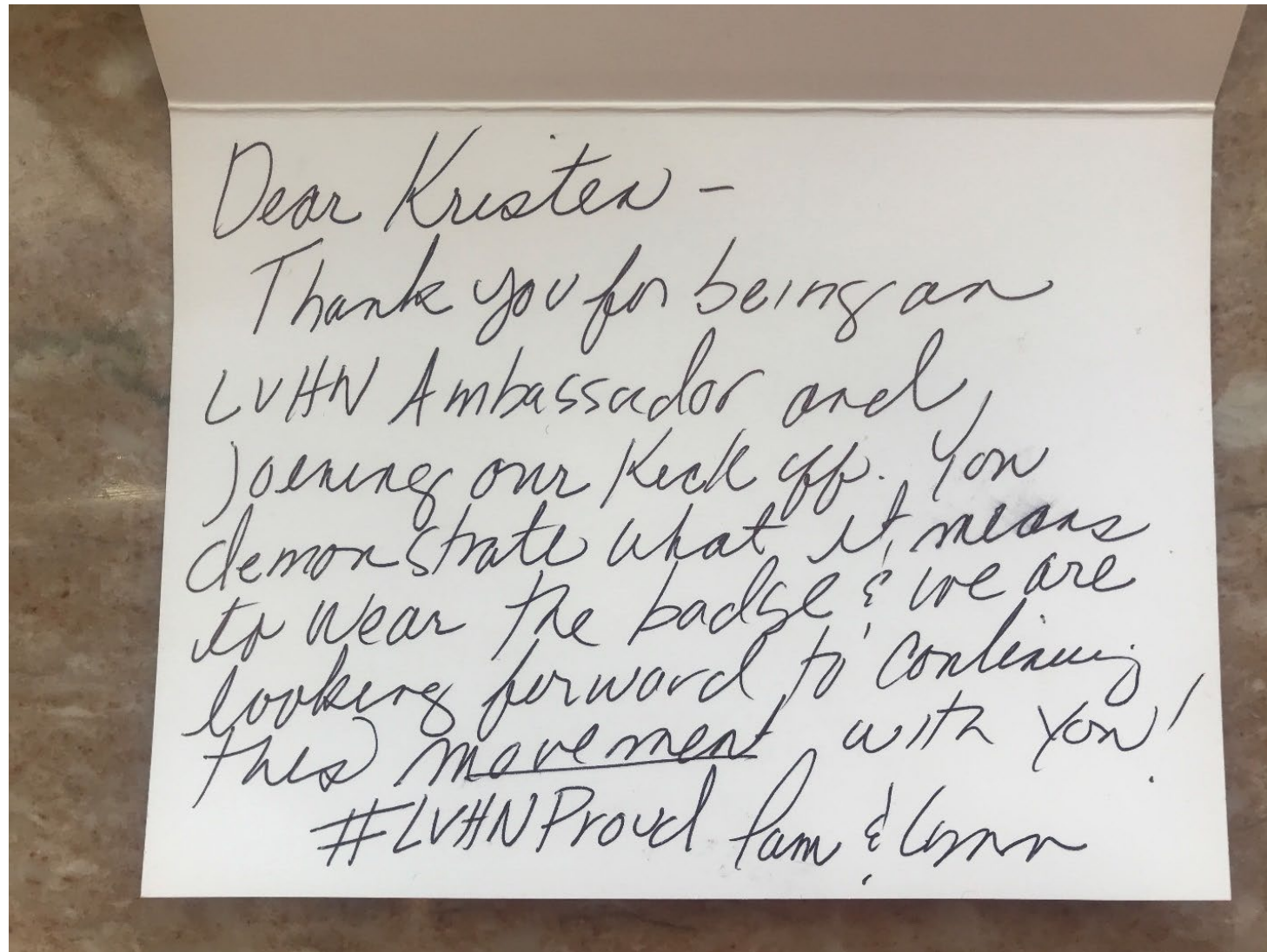


# Role of a Colleague Ambassador

- Ambassadors represent all roles network-wide. They:
  - Evangelize the LVHN brand within the network and community.
  - Spread the word about news, achievements and services.
  - Motivate, inspire and recruit other Colleague Ambassadors.



# Engage, Thank and Inspire





#LVHNPROUD

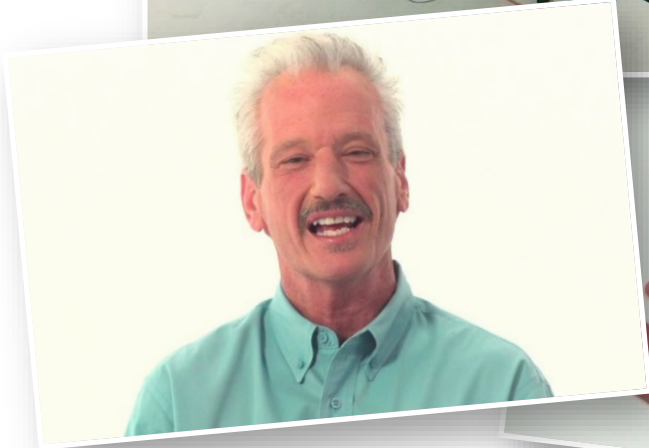
SHSMD

Society for Health Care  
Strategy & Market  
Development

# What It Means to Wear the Badge



# What It Means to Wear the Badge



A photograph of two healthcare workers, a woman on the left and a woman on the right, both wearing light blue scrubs and hairnets. They are smiling and giving thumbs up. The woman on the left is holding a white travel mug with the Lehigh Valley Health Network logo. The woman on the right is also holding a white travel mug with the same logo and is giving a thumbs up. They are standing in a hallway with other people in the background. The text "Starting a Movement" is overlaid in white on the image.

# Starting a Movement

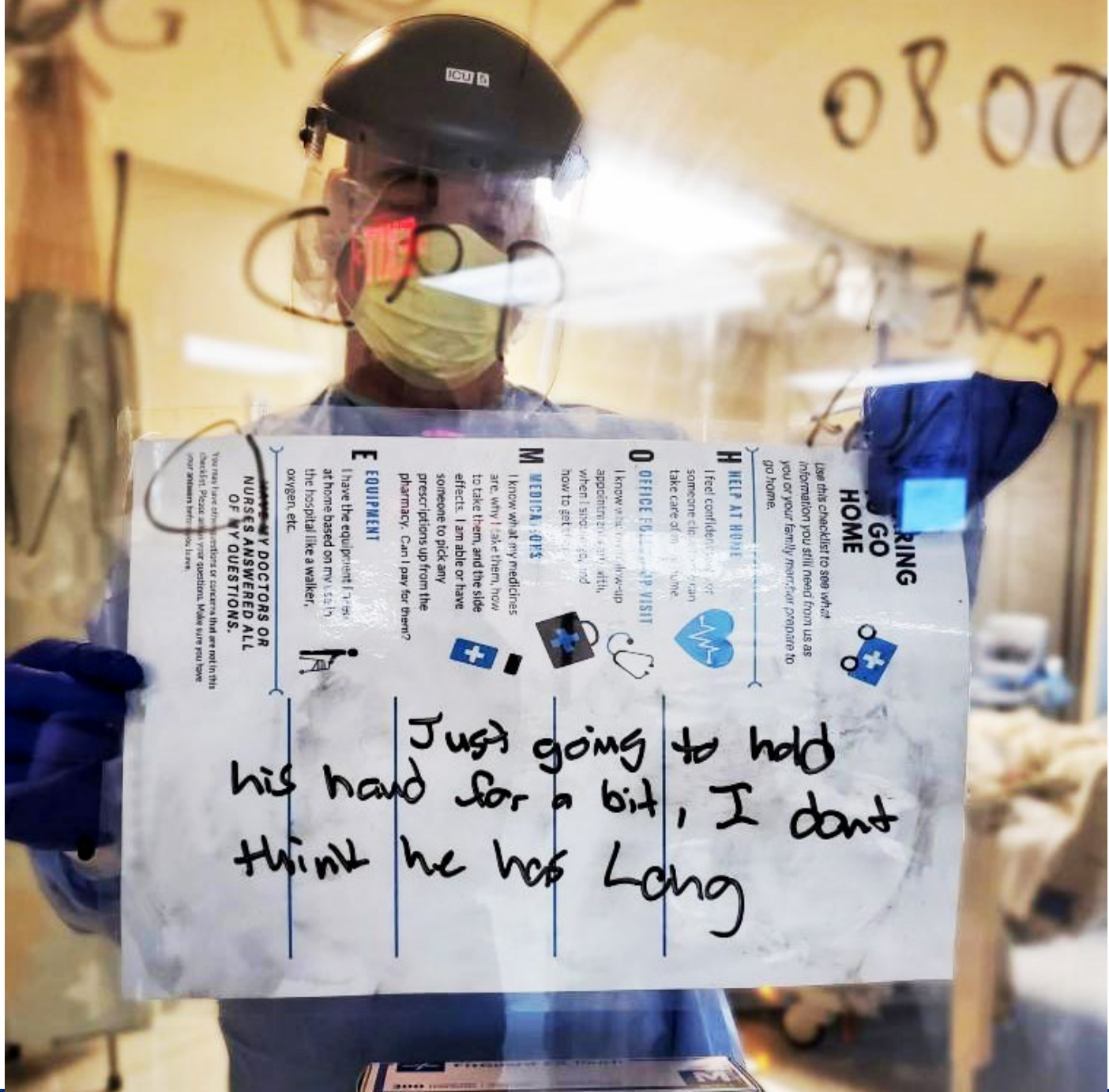
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# Unprecedented Challenges

YOU NEVER KNOW  
HOW STRONG YOU  
ARE UNTIL IT'S  
YOUR ONLY OPTION



**GOING HOME**

Use this checklist to see what information you still need from us as you or your family member prepare to go home.

**H HELP AT HOME**  
I feel confident how to take care of my home

**O OFFICE FOLLOW-UP VISIT**  
I know what my follow-up appointment is and when I should go, and how to get there

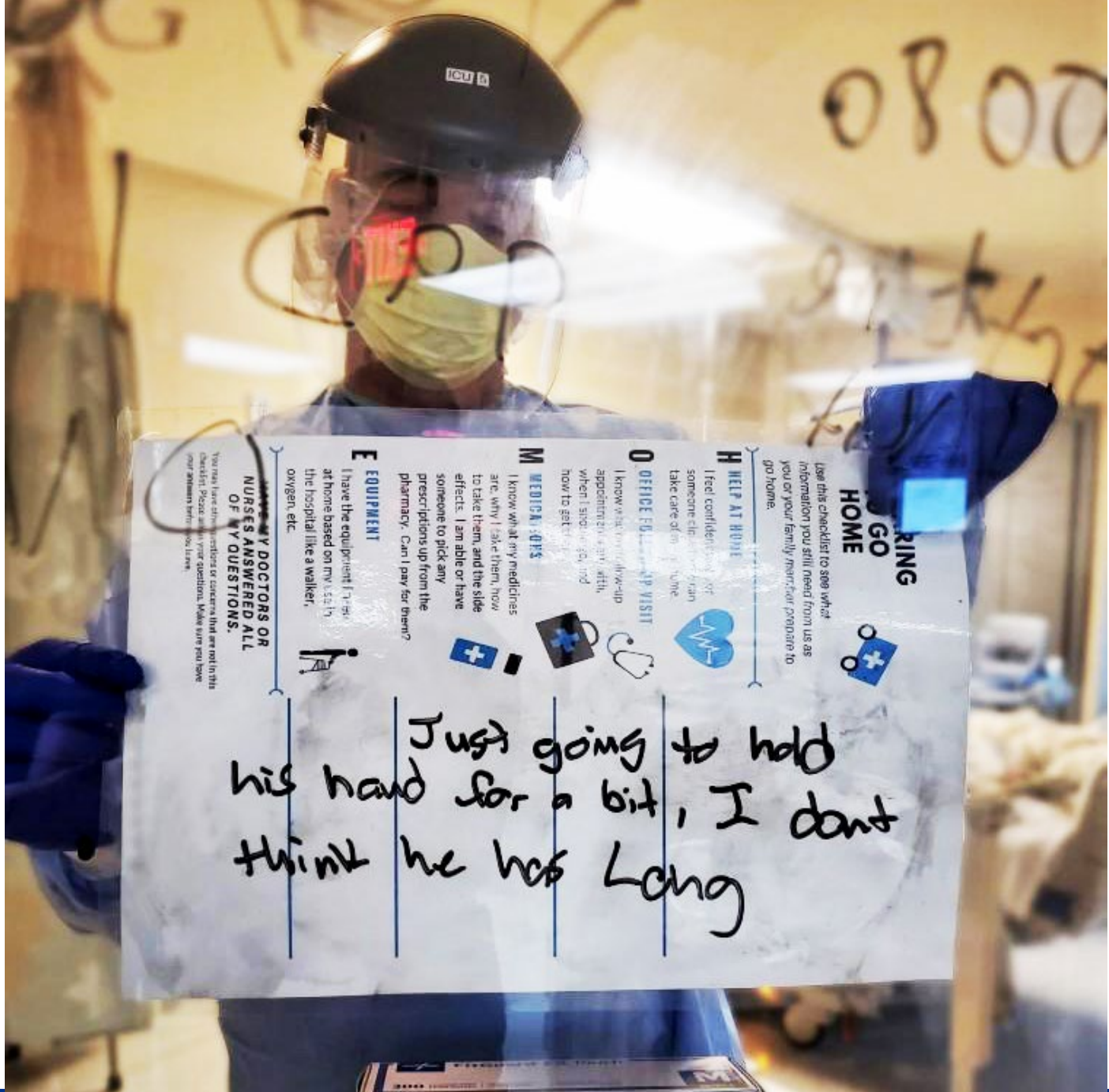
**M MEDICATIONS**  
I know what my medicines are, why I take them, how to take them, and the side effects. I am able or have someone to pick up prescriptions up from the pharmacy. Can I pay for them?

**E EQUIPMENT**  
I have the equipment I need at home based on my needs. the hospital like a walker, oxygen, etc.

**MY DOCTORS OR NURSES ANSWERED ALL OF MY QUESTIONS.**

*You may have other questions or concerns that are not in this checklist. Please write your questions. Make sure you have your answers before you leave.*

Just going to hold his hand for a bit, I dont think he has Long



**GOING HOME**

Use this checklist to see what information you still need from us as you or your family member prepare to go home.

**H HELP AT HOME**  
I feel confident how to take care of my loved one at home.

**O OFFICE FOLLOW-UP VISIT**  
I know what my follow-up appointment is and when I should go, and how to get there.

**M MEDICATIONS**  
I know what my medicines are, why I take them, how to take them, and the side effects. I am able or have someone to pick up prescriptions up from the pharmacy. Can I pay for them?

**E EQUIPMENT**  
I have the equipment I need at home based on my needs. The hospital has a walker, oxygen, etc.

**DO MY DOCTORS OR NURSES ANSWERED ALL OF MY QUESTIONS.**

You may have other questions or concerns that are not in this checklist. Please write your questions. Make sure you have your answers before you leave.

Just going to hold his hand for a bit, I dont think he has Long



Society for Health Care Strategy & Market Development™



# Strategic Communications Team

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Strategy & Market  
Development



# Cultivating a Strong Workforce

# 66.1% of colleagues told us what's working – and what's not.

## Our Strengths

- Colleagues love what they do.
- Colleagues love their team members.
- Colleagues recommend LVHN as a great place to work.

## Our Opportunities

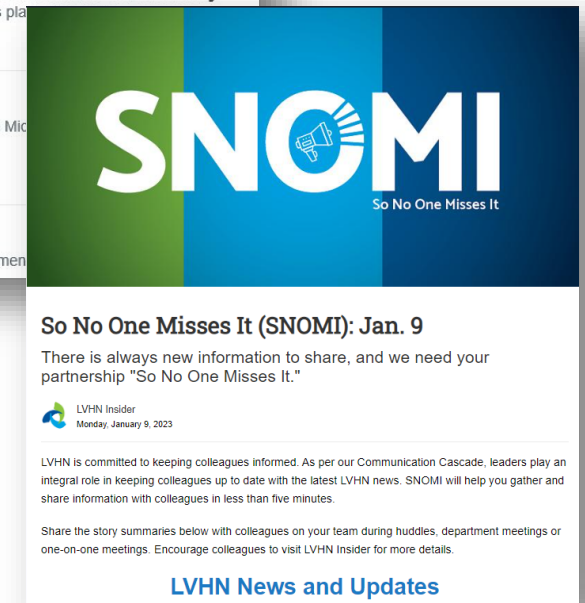
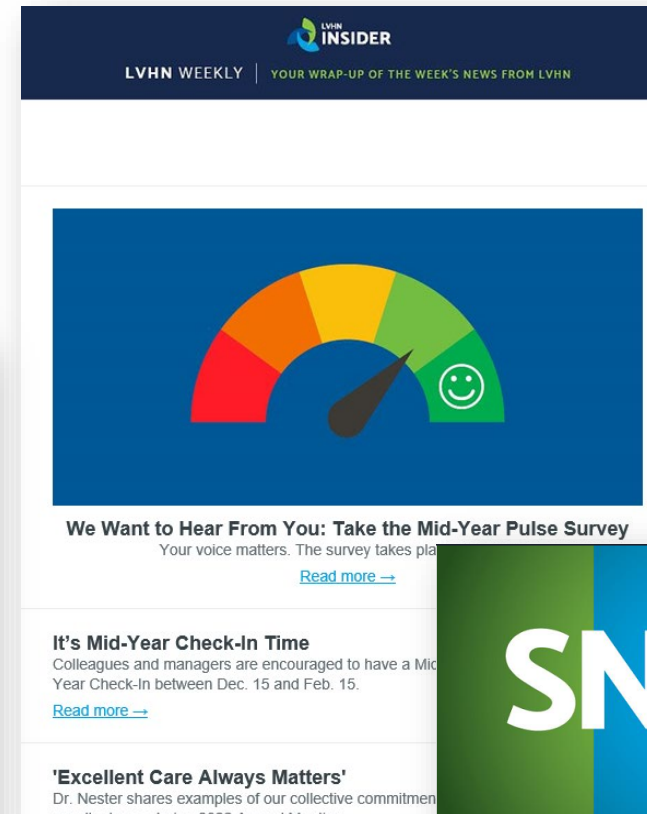
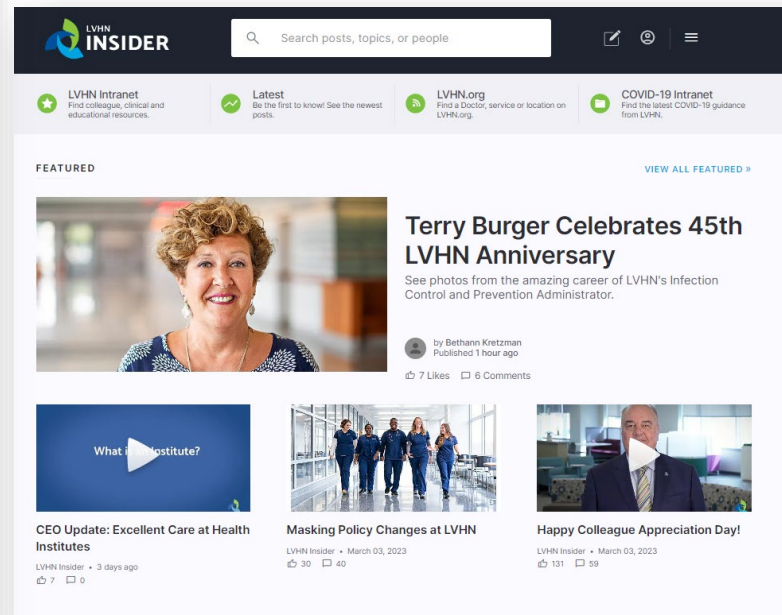
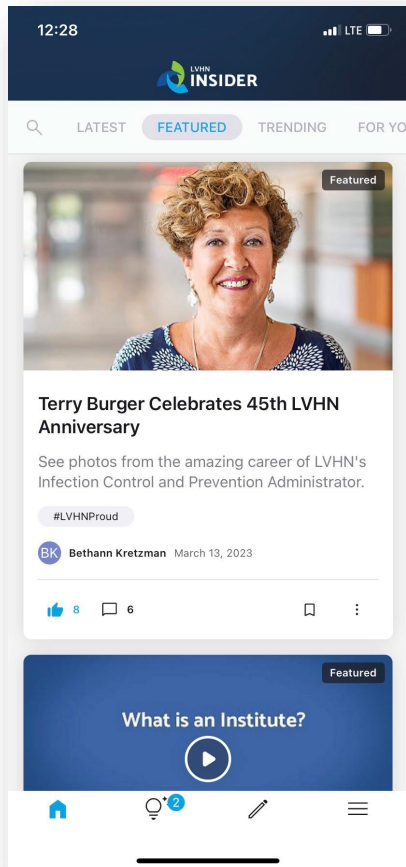
- Address emotional health needs.
- See leaders and know they are listening.



LVHN

**INSIDER**

REVOLUTIONIZED INTERNAL COMMUNICATIONS



LVHN Insider is an app, website and email engine that gives colleagues access to LVHN news and information wherever they are and whenever they want it.



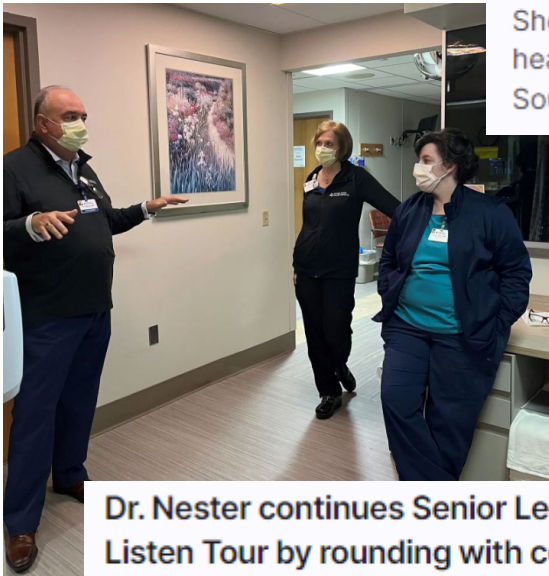


# Authentic Leaders are Ever-present



**Lynn Turner Shares Her Experience From Look and Listen Rounds at LVH-Cedar Crest**

She gives some insights about what she saw and heard when she met with colleagues in 6C and 5K South.



**Dr. Nester continues Senior Leader Look and Listen Tour by rounding with colleagues at LVH-Muhlenberg!**



**Hear What Mike Minear Learned from Colleagues at LVH-Muhlenberg**

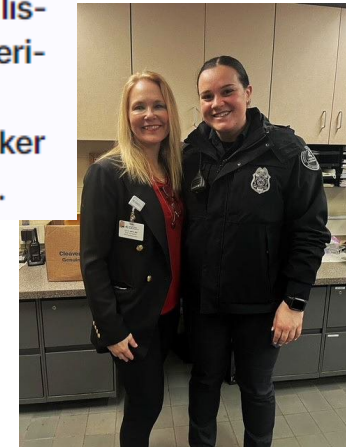
He shares his experience as he looked around and listened to colleagues during leadership rounding.



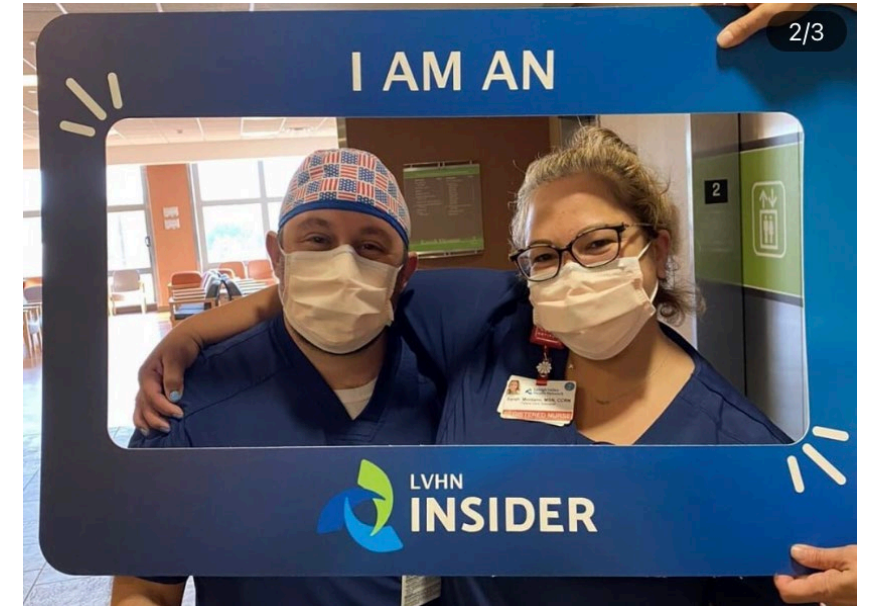
**Annette White, Chief Legal Officer, rounds with colleagues at Muhlenberg and Hecktown Oaks!!!**



Senior leaders are out and about, looking and listening to give you the best possible work experience. Here's Chief Philanthropy Officer Liv Vesely with Wendy Straz and Duane Wanamaker from facilities, and security's Kasey O'Connell.



# Pop-Up Nurse Appreciation Event



If you are going to rise, you might as well shine! No better way to start the day than with teams that shine at our Pop Up Appreciation Party! We are grateful for colleagues on 2K, 2KS and OHU for stopping by to celebrate the incredible impact you have on others! #LVHNproud

[less](#)

 Jodi Koch · 21 hours ago



# The Colleague Conversation

# #LVHNProud Friendship Selfies

Today is National Make a Friend Day. Snap a photo of you and an LVHN colleague who has become a good friend and submit it to the #LVHNProud channel on LVHN Insider. Share a fun fact about your friend or how you met so others can get to know that person too.

 LVHN Insider · 5 days ago





Carla and I met when we joined LVPG EMR Operations and quickly became friends. Based on our SUIs, we came to find that we had started in the network on the same exact day 11 years ago. She is the yin to my yang. We compliment each other seamlessly as we continue to educate and empower PSRs. Even outside of work, Carla has been a true friend when I have needed her the most. #TrueBlue #LVHNProud #LVPGEMROps

by **Lori Frei**  
Published 6 days ago

❤ Likes 15

LIKED BY



4 COMMENTS

**Maryanne Potocnie** 3 days ago  
Aww ... well said @lori.frei ... love the hashtags too! ❤️

**Kirstin Reed** 3 days ago  
This is awesome! Thank you for sharing, @lori.frei 😊

**Maria Pineyro-Otero** 4 days ago  
Beautiful story, thank you for sharing.

**Karla Bachl** 5 days ago  
So cool! Thanks for sharing!

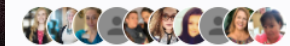


Leslie and Clari. I met Leslie when I transferred to Plastics a year ago but we quickly became friends because we have a lot of the same visions and we also quickly learned that we have the same goals, patients are always our first priority and we strive to do our best for our patients at all times. We are #LVHNProud and also lucky that we crossed paths and will be lifelong friends. I am forever grateful for Leslie for being such a great mentor and for showing me everything I know here as a CCP.

by **Clarissa Collazo**  
Published 5 days ago

❤ Likes 12

LIKED BY



4 COMMENTS

**Maria Pineyro-Otero** 3 days ago  
Awwww Clari that's beautiful. I miss you so much but I'm happy that your happy ❤️❤️❤️

**Leslie Gonzalez** 5 days ago  
Awwww...thanks Clarissa!! This truly means alot me. Glad you are apart of our team! I knew you would be a perfect fit. To many more years together here at LVHN!

❤ 1 like



# Colleague Ambassadors 2.0

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# #PatientAccessWeek



Using our super powers today during Patient Access Week to provide SUPER Registration skills for our patients 🦸🏻💪 #LVHNProud

by **Caroline Tomaino**  
Published April 05, 2023

👍 Likes 10

## Patient Access Week 2023- Pocono Outpatient Intake Team

by **Candice Pesotini**  
Published April 04, 2023

👍 Likes 7

LIKED BY



Top Comments

2 COMMENTS

**Kirstin Reed** April 06, 2023  
What a crew! Happy Patient Access Week! #LVHNProud  
👍 • Reply

Patient Access Week! LVH-Carbon emergency department, diagnostic care center and rehab registration team!

by **Uma Paiker**  
Published April 05, 2023

👍 Likes 17

LIKED BY



Top Comments

2 COMMENTS

**Josefina Baez Delapaz** April 07, 2023  
Love My Team <3  
👍 1 • Reply

## Happy Patient Access Week!

Steve Zieniewicz, President of LVH-Cedar Crest, meets with Stacy Gumulak, manager of registration, to recognize the patient access teams for all they do for our patients and colleagues.

by **Christina Kovalchuk**  
Published April 05, 2023

👍 Likes 19

LIKED BY



Top Comments

7 COMMENTS

**Lisa Mackey** April 06, 2023  
Happy Patient Access Week !!! Thank you to all of our teams who create warm welcomes, and ensure access is easy for all of our patients everyday.  
👍 2 • Reply



Lehigh Valley Health Network  
April 10 at 4:36 PM

It takes an amazing team to schedule all appointments, procedures and exams across Lehigh Valley Health Network. You see patient access colleagues in outpatient practices, emergency departments and diagnostic care centers, and you hear their friendly voices on the phone when you call 888-402-LVHN. We are #LVHNProud to showcase colleagues celebrating #PatientAccessWeek. If you want to join this amazing team, explore opportunities for scheduling coordinators, registration speci... See more





# #CertifiedNursesDay



Lehigh Valley Health Network

March 23 at 1:27 PM

#CertifiedNursesDay is an annual day of recognition dedicated to nursing professionalism, excellence, recognition and service. Certified Nurses Day, celebrated on March 19, honors nurses worldwide who contribute to better patient outcomes through national board certification in their specialty. Thank you, certified nurses, for your dedication, achievements and deep commitment to patient safety.

Celebrating Certified Nurses at LVH-Cedar Crest

#LVHNProud +1 more

Lori Grischott March 21, 2023



7 0 0

Celebrating Certified Nurses at LVH-Cedar Crest

#LVHNProud

Lori Grischott March 21, 2023



8 0 0

Celebrating certified nurses at LVH-Muhlenberg #LVHNProud

#LVHNProud

Lori Grischott March 18, 2023



20 1 0

Celebrating Certified Nurses at LVH-Muhlenberg #LVHNProud

#LVHNProud

Lori Grischott March 18, 2023



7 0 0

Celebrating Certified Nurses at LVH-Hecktown Oaks

#LVHNProud +1 more

Lori Grischott March 21, 2023



21 1 0


# Social Media and Consumer Loyalty

Loyal consumers follow brands they use or love on social media. We have an opportunity to continually tell our story, engage them and inspire them to share our content.



**Anne Baum** (She/Her) • Following  
President, Lehigh Valley Reilly Children's Hospital  
6d • 🌐

It's never too early - or too late - to start taking care of your heart. ♥️ Check out the latest episode of The Healthiest You podcast, where **Lehigh Valley Health Network** experts chat with Mike & Steph from B104 about ways to make heart-healthy choices to reduce your risk of heart disease. Listen now: <https://lnkd.in/gAwDgwaq> #HeartMonth #LVHNProud #HeartAwareness



Show Your Heart Some Love  
lvhn.org • 1 min read  
🌐 Janelle Alfano, MBA and 26 others

**Maulik P. Purohit, MD, MPH** reposted this

**Lehigh Valley Health Network**  
42,686 followers  
1w • 🌐

Lehigh Valley Health Network and **UHS** announce joint venture to build new 144-bed #behavioralhealth #hospital in Hanover Township, PA, taking another step forward in our journey to expand access to care. Read the news: <http://bit.ly/3jPDME3>. #LVHNProud #ThisIsUHS



**BREAKING NEWS**

**UHS** | **Lehigh Valley Health Network**

**Paul Sibley, DO, FAOAO** • 2nd  
Chief of Hand Surgery - Lehigh Valley Orthopedic Institute  
1w • 🌐 **+ Follow**

Proud to have helped on this study of revision of failed radial head arthroplasties.



Revision of Failed Radial Head Arthroplasty - John J. Heifner, Gregory P. Kolovich, Luis E. Bolano, Paul A. Sibley, Gilberto A. Gonzalez, Deana M. Mercer, 2023  
journals.sagepub.com • 2 min read  
🌐 Janelle Alfano, MBA and 44 others

**Maulik P. Purohit, MD, MPH** • 2nd  
Physician Executive | Chief Health Information Officer | Transf...  
Reshared from David M. Wright • 3w • 🌐

Thank you for having me—always an honor to be a part of this!

Spotify: ...see more

**Disruptive Innovators**  
CHAMPIONS OF DIGITAL BUSINESS

**The Importance of Mindfulness**  
with Dr. Maulik Purohit at Lehigh Valley Health Network



Powered by **SHSM**

**brainsurgery\_shifu** @DrWalterJean · Feb 18

Yesterday, Dr Wojcik lectured on eye incisions. Today, I have two lectures and Dr Samy gives the keynote. Don't miss them! #nasbs2023 @NASBSorg @USFNeurosurgery @LVHNeuroscience @LVHN @USFHealthMed @LvhnSelect



**RANDOLPH WOJCICK, MD**  
CHIEF, PLASTIC AND RECONSTRUCTIVE SURGERY  
Speaker, Video Session

**RAVI SAMY, MD**  
CHIEF, OTOLARYNGOLOGY  
Keynote Speaker

**WALTER JEAN, MD**  
CHIEF, NEUROSURGERY  
Scientific Program Committee/Speaker

**Lehigh Valley Health Network**


North American Skull Base Society  
**32nd Annual Meeting**  
Tampa, Florida, February 17-19

🗨️ 5 ❤️ 17 📊 1,956 📌

**Ron Freudenberger, MD, MBA** reposted this

**Lehigh Valley Health Network**  
42,686 followers  
1w • 🌐

Advances in #heartdisease treatment are in an exciting phase and Lehigh Valley Heart and Vascular Institute is out front, helping test the next generation of therapies. One #clinicaltrial we're participating in is banking on #gene ...see more



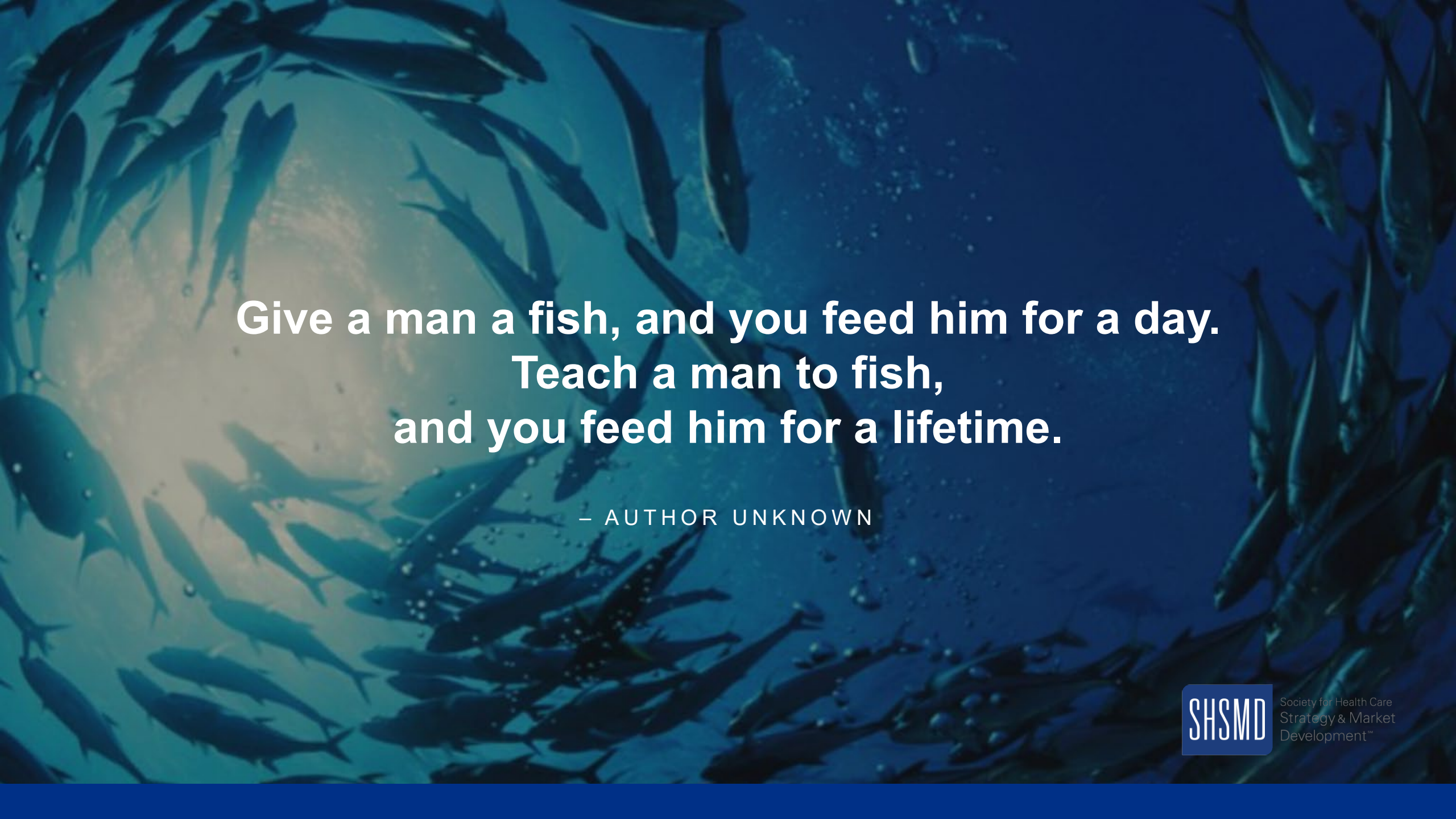
Positive News From Gene Therapy Trial Involving LVHN Angina Patient  
lvhn.org • 1 min read  
🌐 Joe Nixon and 22 others 2 reposts

**brainsurgery\_shifu** @DrWalterJean · Feb 13

Thanks @mcall for the article. "Of all the forms of inequality, injustice in health is the most shocking and... inhuman." MLK @cvsection @USFNeurosurgery @umnneurosurgery @MGUHNeurosurg @LVHNeuroscience @FIENEUROSURGERY @HarvardPGSSC @NeurosurgeryCNS



mcall.com  
Lehigh Valley neurosurgeon helps make history in Ghana, trains neur...  
Dr. Walter Jean, chief of neurological surgery at Lehigh Valley Health Network, and two colleagues visited Ghana in January to train ...



**Give a man a fish, and you feed him for a day.  
Teach a man to fish,  
and you feed him for a lifetime.**

– AUTHOR UNKNOWN

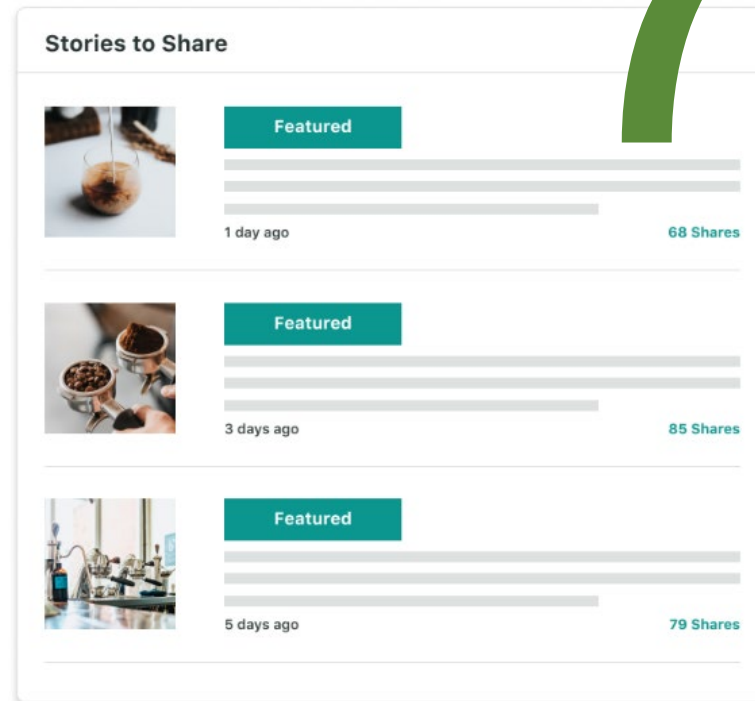
**SHSMD**

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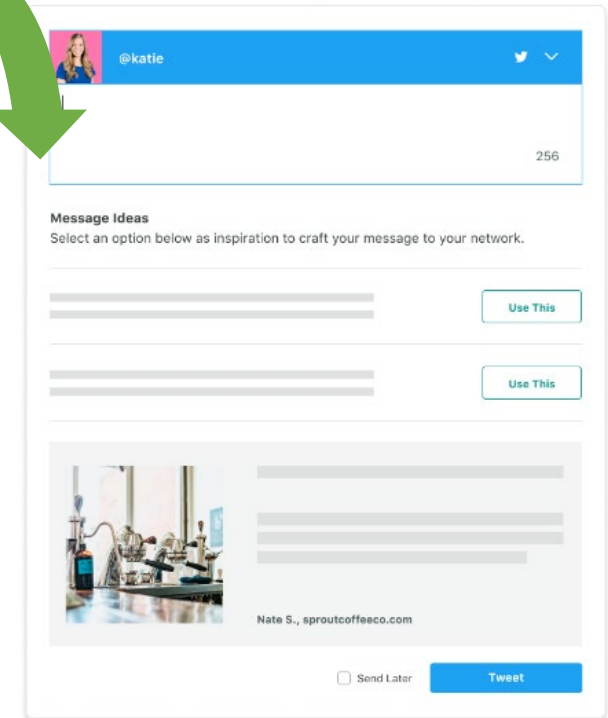
# Employee Advocacy Tool from Sprout

This tool allows us to curate weekly newsletters with content relevant to specific service lines or general share-worthy content.

## Newsletter



## Social Post



LS Lindsay Schneider (via Advocacy) <advocacynewsletter@sproutsocial.com>  
To: Lindsay Schneider

CAUTION: This email originated from outside of the LVHN network. Do not click on any links or open attachments unless the sender is known, and the content is verified as safe.



NEWSLETTER



Lehigh Valley Orthopedic Institute, News

### Thomas Graham, MD, named Physician in Chief of Lehigh Valley Orthopedic Institute.

Read more

Share This



Lehigh Valley Heart and Vascular Institute, News

We are #LVHNProud of Shailendra Singh, MD, and Eric Elgin, MD, for hitting this milestone!

Congratulations to the entire team at Lehigh Valley Heart and Vascular Institute. #LVHNPartners @CathWorks twitter.com/CathWorks/stat...

Read more

Share This



Lindsay Schneider



#LVHNProud to have you join the orthopedics team!

2951

See 2 Message Ideas



Lehigh Valley Health Network

Apr 18, 2023

Thomas Graham, MD, has been named Physician in Chief of Lehigh Valley Orthopedic Institute. Dr. Graham is a world-renowned orthopedic hand surgeon, health care executive, author, inventor and entrepreneur... see more



Thomas Graham, MD, Hand Surgeon for Professional Athletes, to Lead Lehigh Valley Orthopedic Institute

Share

Send later

Post

Advocacy tool makes it easy for LVHN Ambassadors to share curated posts from a weekly email.



Society for Health Care Strategy & Market Development™



Lehigh Valley Health Network

March 3 · 🌐



As a seasoned oncology nurse with Lehigh Valley Topper Cancer Institute, Nicole Reimer, 55, knew something was up when she discovered a blue mole on her thigh. Little did she know, that blue mole would lead to a shocking discovery – a possible double cancer diagnosis.

“After more than three decades, I thought I understood what these patients went through, but it wasn’t until my own patient journey that I truly knew what they needed and just how dedicated our clinicians are to supporting them.”

Learn more about how a biopsy turned into a robotic hysterectomy resulting in a successful recovery and a bright future for Nicole: <https://bit.ly/41GqdHT>.



There’s only one thing that Bethlehem resident Nicole Reimer, RN, 55, holds as close to her heart as her family: her 34-year career as an oncology nurse and administrator at Lehigh Valley Topper Cancer Institute.



“After more than three decades, I thought I understood what my patients went through, but it wasn’t until my own care journey that I appreciated their experiences even more.”  
NICOLE REIMER, RN  
Patient and advocate  
Lehigh Valley Topper Cancer Institute

In winter 2022, Nicole noticed a blue mole on her thigh. It was originally thought to be a noncancerous skin growth, but after biopsies revealed the mole was made up of atypical cells that had spread, Nicole was told to make an appointment at Lehigh Valley Topper Cancer Institute.  
+6

📣 Boost this post to reach up to 9644 more people if you spend \$35.

Boost post

👍❤️👍 Erin Parrish, Maggie Ann and 301 others

62 comments 14 shares

## Cross-Network Performance YoY

Facebook, Instagram, LinkedIn and Twitter

1,798,547 engagements ↗ 101%

36,734,810 impressions ↗ 24%

4.9% engagement rate ↗ 62%

172,418 followers ↗ 4%

347,133 post link clicks ↗ 53%



Society for Health Care Strategy & Market Development™

# #LVHNCkids Promotion With Colleague Ambassadors

Colleagues will spread the word about these new accounts and our new hashtag **#LVHNCkids**, much like they did when we launched #LVHNProud.





# Three Key Take-Aways

1. Celebrate and cultivate unique culture
2. Start a movement
3. Build community and elevate the colleague voice



# Questions?

Please be sure to complete the session evaluation!

