

# Businesses investing time, effort into STEM ed

**By BRIAN PEDERSEN**  
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Companies are increasingly engaged in supporting initiatives that help students build skills in science, technology, engineering and math, or STEM.

They are dispatching employees to classrooms to help students understand what STEM careers look like. And they are opening their doors for tours, offering mentors and collaborating with other organizations to host events.

The efforts are driven by a labor shortage that shows few signs of abating.

The Lehigh Valley, in fact, could see a deficit of nearly 10,000 workers over the next decade, according to a study by Lehigh Valley Economic Development

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## PHYSICIAN SHORTAGE prompts regional solutions

**By WENDY SOLOMON**  
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A tight physician labor market is spurring competition for talent and making recruiting a challenge, officials at local health networks said.

And the market may get worse before it gets better.

By 2030, the United States could see a shortage of between 42,600 and 121,300 physicians, which could impact patient care, according to a report earlier this year by the Association of American Medical Colleges.

The projected shortage includes both primary and specialty care, with specialty shortages expected to be particularly acute. Much of the increased demand for physicians comes from a growing and aging population, and the impending retirements of older physicians, the association said. The population of people 65 and over is expected to grow 50 percent by 2030.

“For every physician there are multiple jobs. It’s a very competitive market,” said Dr. Christopher Newman, vice president of medical affairs and chief medical officer at Penn State Health St. Joseph in Bern Township.

Penn State Health, which covers a five-county area in southcentral Pennsylvania, employs about 400 physicians, with about 60 to 70 in Berks County.

The health system has hired 100 new physicians in the last two years and doubled its medical group to 200 clinicians. But, Newman said, “Locally, we’ve struggled in a few areas.”

Hospitalists – internal medicine doctors who manage hospitalized adult patients – are among the specialties that have been difficult recruit, he said.

Other high-demand medical specialties – such as neurology, anesthesiology, pulmonology, dermatology, psychiatry, urology and emergency medicine – can be difficult to fill, according to officials at local health networks.

please see **SHORTAGE**, page 16

Dr. Christopher Newman is chief medical officer at Penn State Health St. Joseph, which is one of many hospitals challenged by a shortage of physicians. PHOTO/CHRISTOPHER HOLLAND



**Focus: Health Care:** Read about new approaches to corporate wellness, hospital food and dental practice management. **Pages 9-18**



**NEW VENTURES**

A couple brings a taste of Ecuador to a startup incubator.

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# Startup eatery finds home in tech incubator

By **STACY WESCOE**  
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Coming up with tomorrow's technology can make a person hungry.

The lucky tech developers at Tech Ventures in Bethlehem now have a place to grab a bite to eat.

A new eatery being run by a pair of Ecuadorean natives held a soft opening and plans a grand opening Nov. 14.

Known as the Heroes Kafé the eatery celebrates all things superhero and Star Wars, and it prepares food combining the restaurateurs' Ecuadorean background with European flavors.

The fact that it's a startup restaurant at a venue that is dedicated to nurturing start-ups isn't lost on Daniella Torres, who co-owns the Heroes Kafé with her husband, Xavier Martinez.

"We love the fact that we, as entrepreneurs, are literally nourishing other entrepreneurs at Ben Franklin Tech Ventures," she said.

The restaurant's signature sandwich, the Pocoloco, shows the diversity of flavors on the menu.

The Pocoloco, which means a "little crazy" in Spanish, features capocollo ham, Havarti cheese, goat cheese, shredded mozzarella, Herbes de Provence, and a spicy signature sauce on Roghani naan.

And as for the "heroes," the restaurant



Daniella Torres and Xavier Martinez with their son, Xavier, left, at the new Heroes Kafé. PHOTO/SUBMITTED

features Torres' original artwork, which pays tribute to Star Wars characters and superhero action figures.

Hero's Kafé is open from 8 a.m. to 2 p.m., Monday through Friday at Ben Franklin Tech Ventures, 116 Research Drive in Bethlehem.

## St. Luke's opens specialty practice

A new pediatric neurology practice, St. Luke's Pediatric Neurology, has opened in Bethlehem.

Dr. Elizabeth T. Corbo opened the practice at 306 S. New St., Suite 303, in Bethlehem in October; however, at the end of the year, the practice will move to offices in the Fairmont Village Shopping Center at 7001 N. Route 309 in Coopersburg.

Corbo is the first fully employed pediatric neurologist at St. Luke's. She will treat patients up to 18 years old for neurological disorders including, but not limited to epilepsy, headaches, tic and movement

disorders, cerebral palsy, developmental delay, and neurocutaneous syndrome, a group of brain, spine and peripheral nerve disorders.

## The Patio gets facelift at Promenade Shops

After 12 years of being the center of attention, The Patio at the Promenade Shops at Saucon Valley has gotten a bit of an update, and the lifestyle center celebrated the new look with a grand opening of The Patio on Nov. 1.

The event was held in the newly renovated Patio space, which includes a large platform stage, soft seating, a lawn area, fire features, cell-phone charging stations, and shade elements.

The Patio is a popular place at the center of the Promenade's food court area for patrons to come, sit and relax. Entertainment is regularly held there.

The Bowl Fountain will also be renovated to make it more inviting and pedestrian friendly.

*Editor's note: We want to hear about your new business or product. Contact Stacy Wescoe at 610-807-9619 ext. 4104 or send an email to [SWesco@lvb.com](mailto:SWesco@lvb.com). To be considered, a new venture should be fewer than 60 days old or starting within 60 days.*

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# Market project aims to boost Quakertown

By MELINDA RIZZO

Special for Lehigh Valley Business

The first of three anchor businesses is gearing up to open in the Quakertown Trolley Barn Public Market, a massive redevelopment project slated to open next year in the heart of downtown Quakertown.

Developer Chris LaBonge unveiled Black River Farms of Lower Saucon Township as the first anchor for the 18,000-square-foot main building project.

Andy Warner, who along with wife, Kris, owns and operates the vineyard and winery, said the project was attractive because of its location and because of Quakertown's ongoing revitalization.

"There are an awful lot of people driving through Quakertown, and we want to give them another reason to stop and visit," Warner said.

Black River could be joined by up to 12 niche retailers – including a bakery, deli and sushi bar, as well as a restaurateur for a stand-alone building on the project.

Trolley Barn developers want to create a destination where business people, families with children, couples or singles can meet, stop, shop, relax and engage with merchants.

LaBonge said casual venues that incorporate co-working spaces and a variety of retail services are the future and rely less on sales volumes than on providing "quality, authenticity and craftsmanship" experiences.

"It's all about creating collaborative experiences," LaBonge said.

LaBonge said while many outside investors had been hesitant to commit to the redevelopment project, Warner "stepped up."

About 15,000 cars travel through Quakertown on Route 313 – known as East and West Broad streets to locals – just about every day.

Warner said borough officials offering up to 180 public parking spaces and new lot lighting was another project benefit.

Along with parking the project is expected to bring more than 100 new jobs to Quakertown.



An artist's rendering illustrates the Trolley Barn Public Market, a project in Quakertown that is under development and projected to open in 2019. RENDERING/CHRIS LABONGE

## A FOUR-BUILDING MAKEOVER

The roughly four-acre project involves a complete rehabilitation of the corner of Front and East Broad streets and includes four buildings and their properties.

The properties are: the former Mammy Kleine's storefront; the old trolley barn, which housed the Quakertown Traction Co.; the former J&D Whistle Stop hobby shop; and the old rail station freight house, which was used to load and unload cargo during the railroad's heyday.

In addition to the 18,000-square-foot public market, a 10,000-square-foot outdoor wine/beer garden is planned. The space will connect the 3,500-square-foot freight house building to the main market building.

LaBonge said a planned Phase I opening was slated for spring 2019, with the complete project open later in 2019.

Once complete the market complex would bridge the antiques shops farther east along East Broad Street (Route 313) with the traditional "downtown triangle" business area,

along the 300-500 blocks of West Broad Street.

To grow the retail center, LaBonge is banking on traffic volumes, a high-end mix of merchants and trends toward public gathering and market spaces, along with an area hungry for an upscale local destination to shop and gather over a meal, snack or drinks.

"I became fixated on the idea of a public market in Quakertown after being introduced to the concept while visiting several other markets in New York, Philadelphia and even overseas," LaBonge said.

Quakertown economic consultant Ed Scholl said the project's tone was about building a community and gathering place. A lifelong resident, Scholl's family has lived in Quakertown since the early 1700s.

He said the project was unique because the tenants would have a voice in how the market would evolve aesthetically.

"They'll have a say and a voice in the design and décor of the space. They'll definitely be invested in creating the atmosphere," Scholl said.

# Fresh-food trend feeds farm business

By KIM SODEN

Special to Lehigh Valley Business Journal

Farm sales are flourishing this fall whether farmers are selling on site at their own fall festival, at roadside stands or at weekly markets.

More and more consumers want to buy fresh foods, a desire that is prompting them to attend fall farm festivals, stop by their neighboring farm's local stand or attend a weekly market. But they still want the convenience of electronic transfers rather than cash, when possible.

Brian F. Moyer, program assistant with Penn State extension, has noticed these trends over the past year as he is also director of PA Farm Markets LLC, a new initiative focused on helping farmers survive and thrive.

"They are partnering with other farms to offer more products and great convenience to their customers," he said.

Hausman's Fruit Farm in Coopersburg has been in full fall-festival swing, complete with pumpkin picking, hayrides, baked goods,

fruits and a corn maze. The farm opts out of the market scene as it has been able to sustain itself independently with seasonal events.

"Our farm would rather see the customers come directly to the farm," said owner April Hausman. "The prices are cheaper at the farm." Hausman said she had to increase her prices when attending markets to cover fees and travel expenses.

Still, markets are enjoying business. For instance, The Saucon Valley Farmers Market in Hellertown has over 30 farms on its roster, according to Angela Reese, committee member and spokeswoman. The market takes place on Sundays at Water Street Park and has enjoyed more customers this year than in previous years.

According to Reese, some members of the Saucon Valley Farmers Market also still operate roadside stands, but consider them a source of surplus income. Most business comes from regular customers who leave cash when they pick up their goods, as many of the

farms don't keep staff at the stand at all times.

But when it is time to go to market, the farmers are tech savvy. Reese said that about three quarters of her vendors can accept credit cards.

Hausman's Fruit Farm can accept credit cards at its festivals, but relies on cash and checks at its roadside stand. Hausman said she also makes herself available at the stand when customers make advance notice for large purchases.

No matter what the method, farms continue to evolve to meet the needs of the consumer. Another way to do so is to accept Women, Infants and Children (WIC) benefits, like other retailers do.

"It's one more place where farmers have had to invest in technology to keep up with changing consumer tastes," said Shannon Powers, a spokesperson for the Pennsylvania Department of Agriculture. But, she added, "That investment is getting smaller as the cost decreases and the technology becomes more accessible."

LEHIGH VALLEY BUSINESS

Volume 29, Number 45

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Lehigh Valley Business (ISSN 2169-219X) is published weekly by BridgeTower Media, 1500 Paxton St., Harrisburg, PA 17104-2633. Periodicals postage paid at Harrisburg, PA and at additional mailing offices. POSTMASTER: Send address changes to Lehigh Valley Business, 1500 Paxton St., Harrisburg PA 17104-2633.

Lehigh Valley Business services business owners, managers and professionals in an eight-county region comprising Berks, Lehigh, Northampton, Carbon, Schuylkill, Monroe, northern Bucks and northern Montgomery counties.

Subscriptions are available for \$59 per year, two years for \$89, and three years for \$119.

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Published by BridgeTower Media





## STEM

continued from page 1

Corp. The number of baby boomers leaving the workforce over the next 10 years is estimated at 90,665 while the number of incoming workers is 80,673.

The same study found that 71 percent of employers faced challenges in recruiting, hiring or retaining workers over the past year.

Manufacturers and those in construction-related fields – where a labor shortage has been acute – see value not only in recruiting or attracting workers to their companies, but in building a workforce overall.

“All of the manufacturers that I’m involved with are trying to get people involved in it,” said Dick Bus, president of ATAS International, a manufacturer based in Upper Macungie Township.

### A RULER TEST

His company regularly tests new employees in basic measurement skills, also known as the ability to read a ruler. In a testament to the need for better training, about one-third of the test-takers fail, he said. These are employees looking for entry-level work, he added.

“It’s basically stuff they should have learned in third grade,” Bus said.

He said his company has been doing

outreach activities to boost learning in STEM fields for years.

ATAS, which manufactures metal roofs, panels and other components, was one of the first companies to join the “What’s So Cool about Manufacturing?” video contest, now in its fifth year. With this annual contest, students work with a manufacturer to create a video showing the life on the shop floor, getting a glimpse of what workers do and the skills they need.

In addition, ATAS participates in Manufacturing Day each year and opens its manufacturing floor for tours. And by serving on the boards of the Manufacturers Resource Center and Da Vinci Science Center, Bus has taken on additional opportunities to provide STEM outreach.

### GETTING AN UNDERSTANDING

Victaulic, a Forks Township-based manufacturer, is involved in a number of activities that bring the world of STEM to students across the region.

The primary benefit to Victaulic from hosting activities and investing in STEM outreach is the education of students, said Eric Luftig, vice president and head of marketing at Victaulic. A secondary benefit is letting employees and customers get an understanding of what Victaulic does.

“I can say as an engineering-based company, STEM is vital to what we do,” Luftig said. “There’s a lot of advanced

manufacturing that goes on, not just at Victaulic, but at all companies.”

The company’s STEM outreach has definitely increased, he said.

Victaulic has taken part in the Lehigh University Summer Engineering Institute, for example, which allows high school students to hear from engineering leaders, tour the lab and office space, and learn about engineering in manufacturing.

For the Penn State Lehigh Valley Teen Entrepreneurship Summer Challenge, Victaulic employees completed a Lego Lean manufacturing simulation for high school students.

Victaulic also has participated in the manufacturing video contest and contributes to the Pennsylvania Dream Team program, sending employees to local schools to discuss manufacturing and STEM careers.

In July, Victaulic hosted a half-day session at its Forks Township headquarters for high school girls participating in the Let’s Build Camp. For the project, Victaulic highlighted its virtual design and construction capabilities, as well as 3-D/building information modeling technology and pre-fabrication.

### NEW CURRICULUM

Meanwhile, in Berks County, one manufacturer is working on creating a pre-apprenticeship program that would allow students to learn the STEM skills required for working at the company.

“We are still in the early stages,” said Howie Daubenspeck, recruitment, training and development manager for human resources at Quadrant, a global plastics manufacturer based in Reading. But, he added: “From Quadrant’s business standpoint, we are truly trying to develop this model. It’s building your employees before they become your employees.”

Daubenspeck said he is working with Christopher Spohn, principal at Hamburg Area High School, to create the program. Daubenspeck said they plan to put a curriculum in place possibly after winter break. The program is for students who don’t want to go to college or who missed the deadline for applying to career and technical schools, he added.

In addition to the pre-apprenticeship program, Quadrant has participated in Manufacturing Day to open its doors to ninth graders for tours and, for the second year in a row, participated in the “What’s So Cool” contest.

For the pre-apprenticeship program, Quadrant wants to put equipment into a space at its Reading plant that replicates what’s on the manufacturing floor and to use the area for training, Daubenspeck said.

“They are going to develop soft skills but also skills in production,” Daubenspeck said. “When they graduate, they are going to have a higher skill level and qualifications. We’re using this to identify if they meet certain criteria.”



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# Sports tourism can be home run for region

It surprises many that one of Discover Lehigh Valley's primary markets is sports. Youth, college and adult sporting events are targets for Discover Lehigh Valley



Michael Stershic

Sports.

Parents who have children on travel teams know this space well. Our local colleges and universities have hosted large multi-college competitions. This past spring PPL Center hosted an early round of the Frozen Four competition for

collegiate ice hockey. Lehigh University will, once again, host a regional NCAA cross country competition. These events bring prestige, people and, most importantly, money to Lehigh Valley.

The real money, as most parents know, comes from larger tournaments attracting youth teams from within a several-hour radius.

Let me give a couple of examples. Lehigh Valley United hosted two separate soccer tournaments this year, both at Lehigh County Sports Fields. The total number of teams participating was 280. Of those, about 180 teams were from outside Lehigh Valley and likely stayed overnight one or two nights. These tournaments involved approximately 4,200 players, more than 600 coaches and more than 6,000 family members. The total economic impact of this event alone was conservatively more than \$1 million.

Laxfest was held on the Goodman Campus of Lehigh University this past June over two weekends. It hosted 225 teams comprised of more than 5,000 players and coaches. Of those, approximately 70 percent were from out of the area. An additional, 5,000 or 6,000 parents and visitors along with the players and coaches conservatively generated more than \$1.2 million for the region.

Last, a recent ultimate Frisbee event held at the Lehigh County Sports Fields brought in 65 teams with 25 players and coaches per team, or 1,625 participants from outside the area, plus an additional 2,800 visitors who attended as well. This event generated another \$500,000 in economic benefit to the valley.

Lehigh Valley has hosted other lacrosse tournaments, along with bowling, cycling, softball, baseball, soccer, wrestling, track and field, cross country, and others. These events, which bring hundreds or thousands of athletes and families to Lehigh Valley support hotels, restaurants, grocery stores, gas stations, health networks and more.

## REPEAT BUSINESS IS KEY

Why is this important? These dollars are imported to Lehigh Valley. The fact that the events are here bring those dollars here. This is a very competitive marketplace and Discover Lehigh Valley Sports works diligently to keep the events coming back year-after-year, maintaining that economic benefit.

It's also important because athletes, coaches, parents and families learn more about our region, what there is to do and



PHOTO/MONKEYBUSINESS

may return to enjoy other assets we have to offer. These sports events provide a preview trip for future family visits.

Some of these youth sports also provide young athletes exposure to college campuses on which some of these events are held. It can play a significant role in college recruiting.

Over the past 17 years or so that sports marketing has been a focus at Discover Lehigh Valley, and combined with our participation is the statewide Sports Marketing Partnership, PA Sports, the Lehigh Valley has benefited from millions of dollars in increased visitor spending. Currently, our growth is limited only by the availability of indoor and outdoor sports facilities.

We are fortunate to have excellent partners such as Lehigh University, Lehigh County Sports Fields, several local school

districts and others who help us with facilities to host these events. Discover Lehigh Valley Sports under the leadership of Michael Kuzy, director of sports tourism, continues to grow and prosper.

None of this even addresses the impact of collegiate sports on the region. The number of colleges and their individual sports events along with the parents and families who visit to watch their athletes perform adds significantly to this total. Our professional sports teams only add more to the mix. Sports business means big business.

*Michael Stershic is president of Discover Lehigh Valley, which promotes tourism in Lehigh and Northampton Counties. He can be reached at [mike@discoverlehighvalley.com](mailto:mike@discoverlehighvalley.com) or 610-882-9200. This is the fourth column in a five-part series.*

## TAKING STOCK: Uber and Zoetis

**Dear Mr. Berko: My stockbroker insists that Uber, which is valued at \$120 billion, will come public in the second quarter of 2019. He doesn't have a price yet but promises he could get at least**



Malcolm Berko

**100 shares at the initial public offering price. He says the stock could double on the first day and thinks I should buy more shares as the price runs up. He's extremely bullish. What do you think? Also, my sister, three of our cousins and**

**I each inherited 227 shares of Zoetis. My broker wants me to sell all of mine. My sister's broker told her to round out her shares to 300. What's your opinion, please? - KC, Oklahoma City**

**Dear KC:** Regarding your first question, he may be right, but I think he's wrong. Uber's ride-hailing service launched in San Francisco in 2011. During the past seven years, Uber, whose 600,000 drivers have given rides to over 70 million passengers, has managed to lose money year after year after year. Frankly, Uber may be

unable to make money.

Uber won't publish financial results, but some Uber-watchers say the company lost nearly \$5 billion in 2017, up from a \$2.7 billion loss in 2016. Few companies have grown as quickly and lost so much money (\$11 billion since 2011) in such a short time frame. Could Uber have developed Peter Pan syndrome - reaching a stage of maturity most companies never achieve and becoming deeply in debt and unable to make a profit?

I can't imagine, even in my most bizarre moments, how Wall Street decided that Uber is worth \$120 billion. That amount is a "pump" amount to help Uber, which, as your broker says, may go public by mid-2019. A pump amount is an Arabic numeral with a dollar sign before it that fee-hungry investment bankers pull from their bums to encourage investors who are losing their enthusiasm. In this case, they may even raise it to \$150 billion or \$200 billion - even though Uber has publicly stated that it doesn't expect to be profitable for at least three years. Please tell me, in the name of all things good and wonderful, how an honest group of people could value a company that has only foreseeable losses

at \$120 billion. This sounds like an SEC- and FINRA-approved scam to keep new investors starry-eyed. Now investors will more enthusiastically buy Uber, permitting early investors - Microsoft, Fidelity, Miley Cyrus, Tiger Global Management, Britney Spears, TPG Growth, the Qatar Investment Authority et al., who invested billions with Uber - to get their money back at nuclear returns. Meanwhile, some Uber employees who won't wait for an initial public offering are selling their shares at \$33, which is a monumental discount to Uber's cockamamie \$120 billion valuation. They could be the smart ones; that \$120 billion, all puffery and promise, is about what the Big Three automakers are worth, combined. After the IPO, shareholders may be as mad as a foaming camel with a bad case of piles, though it's also possible they'll be as happy as hogs on ice in the winter sunshine.

For 60 years, Zoetis was the animal health division of Pfizer. Then, in February 2013, Pfizer completed an unexciting IPO at \$25 a share. But Zoetis (ZTS-\$90) is a very exciting company. It develops, manufactures and commercializes animal health medications and vaccines for

livestock and companion animals. For 2017, ZTS reported revenues of \$5.3 billion and earned \$3.05 a share. ZTS focuses its research and medications specifically on (livestock) cattle, swine, sheep, poultry and fish and on (companion animals) dogs, cats and horses. Livestock revenues are up 7 percent year over year, and companion animal revenues are up 17 percent. Livestock revenues from anti-infectives, vaccines, parasiticides, medicated feed additives and other pharmaceuticals accounted for 64 percent of ZTS's 2017 revenues. And about 50 percent of ZTS's revenues derive from overseas. In 2018, revenue should come in at \$5.7 billion, with earnings of \$3.12 a share. And impressive net profit margins, plus growing sales, suggest ZTS will have \$6.1 billion in revenue and earnings of \$4.10 by 2021. ZTS has a strong balance sheet, excellent management, a good sales team and highly respected products, and your sister's broker is right.

*Florida-based Malcolm Berko regularly dispenses financial advice. You may address questions to him at P.O. Box 8303, Largo, FL 33775, or by email at [mjberko@yahoo.com](mailto:mjberko@yahoo.com). Creators Syndicate Inc.*

# Standing out in a sea of retail sameness

Despite gloomy stats about ecommerce taking over retail, Marketing Week reports that “46 percent of shoppers still prefer to buy in a physical store.”



Keith Heberling

But the shift to ecommerce means many brands are not marketing to stand out at retail—sinking into a “sea of sameness” that can doom their retail sales. How can

you ensure consumers choose your product during that crucial, limited timeframe at the retail point of sale?

## MAXIMIZE IMPACT

Brand recognition alone does not guarantee a sale. Packaging with wonderful design and great benefits is no longer enough. What looks good in an online listing might not work on the shelf when placed among competitors.

Your packaging must articulate your brand visually and in copy in a way that maximizes impact when viewed next to your competition.

Ask yourself these questions when trying to stand out among other products:

- Is there a cutout to engage consumers' senses (sight, feel and smell)?
- Are there undeniable benefits with

targeted messaging?

- How does the packaging shape and size compare to competitors?
- Are you using color to draw eyes to your product or to its top features?
- Does your packaging integrate with your advertising message?

## ENSURE CONSISTENCY

Consumers shopping online might be less concerned with brand consistency because they are shopping for price and convenience first. But in retail, where visuals are key, brand consistency can be the difference between a one-off sale and a lifetime customer.

Let's say you sell pillows and comforters in Walmart. The two products will appear in different sections of the store, but they should share a similar look to help consumers understand that both come from your brand. If the two products offer similar benefits, use the same terms on both packages to clearly illustrate the benefits.

Naturally, you don't want all your products to look the same, but there are several ways to begin exploring consistency that consumers will recognize without thinking.

- Use a similar visual template on all products.
- Stay consistent in logo treatments across products — same logo colors and background color.
- Choose a flexible color palette so you

‘Delivering an informative, efficient shopping experience with brand consistency and education is the key to brand differentiation from the competition and creating impact on the shelf.’

can explore different looks across product lines without losing the visual brand identity.

- Use similar logo positioning on all packaging for consistency.

## MAKING THE SALE

According to a 2017 Salesforce report, 53 percent of millennial consumers think retail associates don't possess the necessary tools to deliver great customer service. Retailers and brands should work together to close the knowledge gap and capture sales from this coveted demographic.

To help retail associates sell your product:

- Craft clear and concise deliverables making it easier for retail associates to understand and recommend your product.

- Provide retailers with a cheat sheet or easy access to online content or videos that clearly show features, benefits, and how-to information.

■ Use messaging targeted at the typical buyer to address common pain points and decision factors.

■ Use what you already know about your customers' buying habits to help retail associates answer common questions.

If you're fortunate enough to have a point-of-sale merchandising opportunity, place a free-standing display, an on-shelf talk box, shelf danglers or aisle violators, which are signs that extend out from shelves to capture attention and promote products and specials. You can highlight your product's selling points, feature links to helpful online content and offers, or better yet, provide access to live chat with a customer representative who can lead the customer through their purchase.

It doesn't take an enormous budget to create packaging and branding that stand out at retail and capture sales. Delivering an informative, efficient shopping experience with brand consistency and education is the key to brand differentiation from the competition and creating impact on the shelf.

*Keith Heberling is an executive account director for Anderson Group, a marketing agency in Sinking Spring. He can be reached at [kheberling@thinkanderson.com](mailto:kheberling@thinkanderson.com) or (610) 678-1506.*

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## WELLNESS ON THE GO

### Company brings programs, classes direct to the workplace

By WENDY SOLOMON  
[wsolomon@lvb.com](mailto:wsolomon@lvb.com)

For the past two years, it's not unusual on temperate days to see employees at Penn Treaty Network America riding stationary bicycles in the company parking lot during their lunch break as an instructor guides them up and down imaginary hills.

Penn Treaty in Salisbury Township is one of many companies in the

please see **G0**, page **18**



SS Group Fitness holds a cycling class outside at Olympus in Upper Saucon Township. CSS has made headway with a mobile approach to corporate wellness. PHOTO/SUBMITTED

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## FOCUS ON NEW TRENDS IN HEALTH CARE

# Dentists adapting business structure

By DAWN WIVELL

Special for Lehigh Valley Business

Dr. Jeffrey Grove had taken his Wyomissing dental practice about as far as it could go – while still finding time to practice dentistry – when he met Ryan Jones.

The two men began discussing how to take the dental practice to the next level.

Earlier this year they created Dynamic Growth Dental Support, an entity known as a dental service organization, or DSO. DSOs contract with dental practices to provide business management and support.

“I realized that the DSO model provided the best way for our current practice to expand and grow,” said Grove, who started out as a partner with his father in 2004. “I knew that with Ryan’s leadership, we could scale all of the best customer service and quality of care practices we had developed to other locations, thus serving more patients and more team members.”

It is a model being chosen by a small but growing number of dentists, roughly half of whom are independent practitioners, according to the Health Policy

Institute.

In 2016, 8.3 percent of U.S. dentists were affiliated with DSOs up from 7.4 percent in 2015. The percentages are even higher for women dentists (11 percent) and dentists between the ages of 21 and 34 (17.4 percent). Experts expect the growth to continue.

## WHY THE SHIFT?

John S. Stoner, a partner in RKL LLP’s business consulting services group, said today’s dentists face myriad challenges, such as ever-changing regulatory requirements, reduced insurance reimbursement rates and increased costs of running a business. “

And many dental school graduates are carrying tuition debt that makes starting an independent practice nearly impossible. According to Dentist’s Money Digest, the average student debt for dental school graduates is \$300,000.

“New dentists who leave school with big student loans often just want a paycheck,” Stoner said. “Less want to endure the business risk associated with an independent dental practice.”

please see **DENTISTS**, page 17



Dr. Jeffrey Grove, left, and Ryan Jones this year formed a dental service organization, which contracts with dental practices to provide business management and support. PHOTO SUBMITTED



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## FOCUS ON NEW TRENDS IN HEALTH CARE

# Hospital menus embrace fresh approach

By **MELINDA RIZZO**  
Special for Lehigh Valley Business

Consumer demand is driving big changes in hospital food.

From local ingredients and partnerships with farmers to faster delivery, health systems in the Greater Lehigh Valley are taking advantage of eat-local initiatives and digital technologies.

“Baby boomers are a driving part of the changes to hospital food and they don’t want to eat grandma’s food. They want a food experience regardless of where they are,” said Margaret Kipe, director of nutrition services at Reading Hospital in West Reading.

Kipe said hospital food once had a reputation for being “the worst food on the planet.”

Not anymore.

The results – bright crisp vegetables and artfully arranged plates – are light-years beyond from yesterday’s overcooked green beans, tasteless mashed potatoes, dried-out chicken or tired-looking turkey sandwiches.

An estimated 3 million baby boomers will hit retirement age every year for the next 20 years, according to a report released by the American Hospital Association.

And many who have already reached the standard retirement age of 65 will likely have a need to stay – and eat – in a hospital or health care setting.

## CREATIVE FARE, LOCAL FLAIR

Kipe said the tide turned about 10 years ago in favor



please see **HOSPITALS**, page 17

About 60 percent of the fresh produce served at St. Luke’s University Health Network comes from the St. Luke’s Rodale Institute Organic Farm as part of a Farm to Hospital Initiative founded in 2014. PHOTO/SUBMITTED

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## FOCUS ON NEW TRENDS IN HEALTH CARE

# As health industry evolves, don't overlook care

By KELLY GOULD

Special for Lehigh Valley Business

In today's competitive health care industry, many times the immediate focus is the bottom line instead of the top pri-



Kelly  
Gould

ority – the patient or resident.

Health care needs to do just that: Truly care for the people being treated. Maya Angelou wrote, "They may forget your name, but they will never forget how you made them feel."

Although she was describing life in general, how much more important is that thought for health care professionals who are treating those facing health challenges or the elderly?

## COMMUNICATION IS KEY

People are often told, "It's just a simple test" or "The disease is manageable," with no further explanation. According to Dr. Dany Nehru, medical director of Fellowship Community, "Communication is the key when caring for patients. When patients and their families have a clear understanding of

what to expect, there is a sense of relief. It's important to review their care plans and include patients in the decision-making process."

"Patients who have a better understanding of their health care tend to take better care of themselves, which results in a higher quality of life," Nehru added.

It is important for professionals to maintain eye contact and focus on the person with whom they are meeting. Listening to patient concerns and symptoms and answering their questions will not only show empathy, it may also assist with diagnosis and treatment.

Taking the time to explain a diagnosis or options for treatment emphasizes that the patient is valued as a person.

## THE POWER OF TOUCH

Touch is a powerful tool to make people feel more comfortable and relaxed.

When comfortable, people's blood pressure and anxiety levels often decrease. There has been significant research on the power of touch at any age. Infants who are touched are more likely to thrive, while children who receive little attention or touch may develop difficulties in forming bonds and

developing empathy for others. As adults, when a loved one passes, it is a simple touch that is most often missed.

A simple squeeze of a hand or arm on the shoulder is an appropriate gesture that reinforces care. The person is being seen as a human being and not as the disease they are battling or the number on their chart. Many are stressed just by the circumstances surrounding a visit to a doctor's office or health care facility. Pre-conceived notions of how they will be treated cause anxiety. A simple, appropriate touch will help to put them at ease.

"Developments in technology have greatly advanced health care," said Donna Conley, COO of Fellowship Community. "But we must not lose sight of the human factor. Patients want to know that you care about them, taking time to offer a listening ear or a gentle caring touch sends that message."

## PRESERVING COMPASSION

Communicating and the power of touch become more impactful when they are combined with genuine compassion for people. Nothing replaces care that comes from the heart. The golden rule of treating others like you would like to be treated yourself is nothing new, yet the sentiment

runs true.

Showing compassion involves recognizing and "feeling the pain" of the patient, then acting on those feelings by helping them. Keeping compassion alive requires motivation, as most health care professionals and caregivers treat or assist many patients a day. The results of compassion are profound.

"Caregivers who are compassionate encourage patients to get better more quickly," says Audrey Fernald, director of infection prevention and staff education at Fellowship Community. "Patients experience less anxiety and with this, less pain."

Many health care professionals and facilities have kept the care in health care. Continue to keep the lines of communication open, offer a gentle caring touch and serve patients with compassion. Advanced technology will never replace true care.

*Kelly Gould is vice president of marketing with Fellowship Community, a continuing care retirement community in Whitehall. Before joining Fellowship, she owned an advertising, marketing and public relations firm for 18 years. She can be reached at kgould@fellowshipcommunity.com*

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## FOCUS ON NEW TRENDS IN HEALTH CARE

## Curbing health costs via prevention, partnership, prediction

By LAURA MERTZ

Special for Lehigh Valley Business

The rising costs of employer-sponsored health care have become difficult to manage



Laura Mertz

for many U.S. companies. As reported by the Society for Human Resource Management, the total price tag for providing medical and pharmacy benefits next year will rise 5 percent for the sixth consecutive year to an average of \$14,800 per worker. Employers cover

almost 70 percent of that cost.

Employers are shifting their thinking outside of the box and seeking innovative solutions to mitigate these costs. Research has already made the connection between the health of an employee population and the health and resilience of the company itself, so many are considering ideas that naturally guide employees along a path of coordinated and preventive health care.

**TOTAL WELL-BEING**

One of the most promising approaches to boosting health in the workplace is implementing a structured, comprehensive employee well-being portfolio. These programs, most likely to impact the health care cost trend, encompass all aspects of employee well-being, including physical, psychologi-

cal, spiritual, social and economic health.

The idea is to encourage and support healthy lifestyles and prevent health conditions from developing, or at least from getting more serious. This approach is consistent with a significant association between modifiable lifestyle behaviors and health care expenditures.

The expenditures are both direct and indirect, and not limited to physical health. For example, for cardiovascular disease alone, indirect costs are currently estimated at \$237 billion, and are expected to reach \$368 billion by 2035. Not surprisingly, Population Health Management reports that the average calculated costs of productivity loss (including both absenteeism and presenteeism) were higher for employees who already have health conditions and those at high risk for health problems compared to others. Cancer, bronchitis and depression were the top three identified conditions, proving that physical health of employees alone is not the only contributor to these expenses.

**PARTNERING FOR IMPROVEMENT**

Efforts already exist for substantiating the "total health" portfolio's role in better health and cost reduction. The Campbell Institute at the National Safety Council has done extensive work to bridge safety and health in the workplace. Its studies have confirmed that poor worker health can compromise worker safety. It also shows that wellness can improve it. This belief led to the formation of Total Worker Health, a

**KEY TAKEAWAYS:**

- Employers cover about 70 percent of an employee's health benefit costs, now averaging almost \$15,000 per worker per year.
- To reduce expenses, employers are looking at ideas that naturally guide employees along a path of coordinated and preventive health care.
- Programs that address "total health" – physical, psychological, spiritual, social, and economic health – have been shown to be especially effective.
- Analytics and the ability to manage the health of an employee population are valuable tools for employers.

national program that merges workplace safety with health promotion. Backed by research evidence, the conclusion is that integrating wellness and employee safety is the most effective way to protect workers.

In regard to mental health, the World Health Organization says our experience in the workplace is one of the factors determining overall well-being. Employers who enact workplace initiatives to promote mental health and to support employees who have mental disorders see gains not only in the health of their employees but also in their productivity. A negative working environment, on the other hand, may lead to physical and mental health problems, harmful use of substances including alcohol, absenteeism, and lost productivity.

**PREDICTING TRENDS**

Another path for lowering health care expenses encompasses population health

management and analytics. The ability for employers to know the burden of health conditions and their trends present in the workforce creates a powerful means for health intervention. This kind of information becomes available when employee health care services are integrated and originate from a common source.

For example, when a company engages a corporate wellness provider that is part of an employee well-being portfolio, aggregate reporting can track employee participation, as well as health conditions and lifestyle risks present among the workforce. This reporting might show that high blood pressure is present in 10 percent of the population, and that 30 percent of those employees engage in little or no physical activity. When this information is combined with behavioral health data, such as increased stress levels and occupational health statistics, a more complete picture of health and wellness emerges.

The resulting holistic view gives employers the ability to understand their workforce, and the power to plan and implement programs that will be the most effective for their employee population.

*Laura Mertz is associate executive director of Valley Preferred, a physician-led preferred provider organization aligned with Lehigh Valley Health Network. She also oversees marketing, business development, and provider and payer services for Populytics Inc.*

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## FOCUS ON NEW TRENDS IN HEALTH CARE

# A real estate prescription for doctor-investors

By **MICHAEL JOYCE**

Special for Lehigh Valley Business

The course of a doctor's career differs from most other professional paths, especially with regard to their debt-to-income ratio.



Michael  
Joyce

In the early years after college, when many of their peers are beginning to save for retirement and may be investing in a home, these individuals must continue their education, residency and fellowship training, often accruing significant debt while simultaneously postponing earnings – sometimes by as much as 10 years.

One way to mitigate the consequences of insufficient savings and to make up for lost time is for doctors to consider alternative investment opportunities, such as investing in their own medical office building or ambulatory surgery center, if eligible.

## DEBT BURDEN

First, a discussion of the level of debt many doctors face upon completion of their education and training is warranted. According to the Association of American Medical Colleges, 76 percent of medical students graduate with student loan debt, the median level of which in 2016 was \$190,000. With normal terms, student loan repayments can equal more than \$2,000 per month. And since the repayment terms for these loans can vary from 10 to 25 years, some doctors may still be paying off medical school debt at the age of 55.

During their education and training years, doctors miss out on nearly a decade of compounding interest on savings, one of the most powerful tools in building retirement savings. Other factors that threaten retirement savings for doctors are that they fall into very high tax brackets and receive little to no financial aid for their children's educations.

Because the annual contribution limit for employees contributing to 401(k)s and other traditional retirement plans is \$18,500 prior to the age of 50 and \$24,500 after 50, these retirement vehicles may be insufficient to enable doctors to save enough to maintain their desired lifestyle in retirement. So what's a doctor to do?

One possible way for a doctor to secure additional income, as well as a valuable asset, is for her to purchase or invest in her own medical office building. By establishing a separate LLC to buy the building, the doctor and her partners can become landlords of their own medical practice. Owning a building has the potential to be lucrative but care must be given to understanding all of the ongoing costs associated with property ownership, such as utilities and maintenance. In addition, a doctor would do well to buy opportunistically, not overpaying, and make judicious use of leverage prior to purchase.

## INCOME STREAM

One of the greatest benefits of owning a medical office building is that the building may continue to generate income for a doctor even after she retires and no longer sees patients.

Another way for certain doctors to turn a nice profit

is for them to invest in their own ambulatory surgery center. Historically, these centers have the potential for outstanding profit margins, but investment eligibility is often contingent upon one's being a participating surgeon who performs surgeries at the center. Also, investing in an ambulatory surgery center might be prohibited by one's private practice or hospital. And finally, the amount a surgeon makes with this sort of investment is based on production: If she stops or reduces surgical procedures, she can get kicked out at often unfavorable terms.

Non-surgeon physicians sometimes have the ability to own the "means of production" related to their practice, similar to surgeons owning an ambulatory surgery center. For example, nephrologists can own interests in dialysis centers and other physicians can own interests in rehabilitation hospitals. Potential risks to be aware of are government regulation, reductions in reimbursements, or well-capitalized and politically connected hospital systems muscling into the space and changing the cash flow outlook on a dime.

Ideally, investing in a medical office building, ambulatory surgical center or in another "means of production" should help a physician make up for the savings she forfeited earlier in her career, but it's certainly not guaranteed. As with most other investments, thorough due diligence is required.

*Michael Joyce is founder and president of Agili in Bethlehem and Richmond, Virginia. He is responsible for overall investment strategy, management of investment portfolios and financial counseling services. He can be reached at [mjoyce@agilipersonalcfo.com](mailto:mjoyce@agilipersonalcfo.com).*

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## FOCUS ON NEW TRENDS IN HEALTH CARE

### SHORTAGE

continued from page 1

#### A TEAM APPROACH

Jane Ferry, chief medical officer at Grand View Health in Sellersville, said even though many physicians prefer to work for hospital and health networks rather than in private practice, the tight labor market has made recruiting more competitive.

Ferry said Grand View, which employs about 70 physicians, has devised a solution by working with what it calls an integrated delivery network: It contracts with primary care physicians who are largely independent.

Grand View also takes a more team-based approach to health care than it did 10 years ago, relying on its 30 advanced practitioners, nurse practitioners and physician assistants.

"I think the nurse practitioners and physician assistants are helping to fill some of those challenges with physician shortages," Ferry said.

Ferry said Grand View's location in the Mid-Atlantic, its proximity to a large number of medical schools and training programs and its affiliation with Penn Medicine give it an advantage over hospital networks in the Midwest and rural areas.

"Having said that, it's easier in an inner-city environment to fill slots than in the country, even Bucks County," she said.

Competition is heating up in particular among the large health networks in the Greater Lehigh Valley, especially between

St. Luke's University Health Network and Lehigh Valley Health Network.

"We keep an eye on all that's going on around us. It would be unwise not to," Ferry said.

Grand View Hospital, a 200-bed community hospital, uses Penn Medicine as a backup partner for more complicated medical conditions and advanced treatments, known as tertiary care, such as heart transplants or proton beam therapy for cancer or experimental procedures.

"It also gives us a supply of physicians from Penn's training programs," Ferry said.

#### CREATING A PIPELINE

While medical schools have increased class sizes by nearly 30 percent since 2002, the medical college association believes a multi-pronged approach is necessary to ease the physician shortage, including legislation that would increase federal support for an additional 3,000 residency positions each year for the next five years.

In 2015, state and federal agencies spent more than \$16.3 billion on graduate medical education, according to the U.S. Government Accountability Office.

Teaching hospitals in the region and those with medical schools use their residency slots as a pipeline to fill vacancies, as studies show more than 50 percent of residents stay in the region where they were trained.

Tower Health is partnering with Drexel University College of Medicine to build a new, four-year regional medical school

near Reading Hospital in West Reading.

"Our affiliations with Drexel ... will help us address the projected physician shortages in our region, bring improved access and services to our patients and provide significant economic benefit to the entire Reading area," said Clint Matthews, president and CEO of Tower Health.

St. Luke's, meanwhile, plans to add 160 residents over a five-year period in psychiatry; dermatology; ear, nose and throat; emergency medicine; internal medicine; and family medicine.

Many of those residencies will be at St. Luke's Anderson Campus in Bethlehem Township, where the \$100 million Women and Babies Pavilion under construction will house an expanded graduate medical education program.

The new residencies will nearly double the number of residents and fellows to more than 400, the largest program in the Lehigh Valley.

St. Luke's recently launched a new rural residency program at its Miners Campus in Coaldale, which, like rural areas across the country, is expected to be hit especially hard by the physician shortage.

"There are a lot of nuances to providing care in rural settings that require unique training and additional skills," said Dr. Gregory Dobash of St. Luke's Ashland Family Practice and site director of the accredited rural training program, one of 34 in the country and the only one in Pennsylvania.

Penn State Health St. Joseph was able to

retain most of its residents in family practice after they graduated, Newman said.

#### GROWING DISSATISFACTION

The projected shortage comes at a time when a recent study indicated physicians are increasingly dissatisfied with the medical profession, which could have implications for the physician workforce.

Geneia, a Harrisburg-based health care analytics company, conducted a survey of 300 full-time physicians nationwide and found 66 percent said the challenges of practicing medicine in today's environment have caused them to consider career options outside of clinical practice, an 11 percent increase compared to its 2015 study.

And 80 percent said they are personally at risk for burnout at some point in their career.

"It's worrisome that the trend is worsening," said Heather Lavoie, president of Geneia, who called burnout among physicians at "epidemic levels."

"If people are unhappy their productivity will be lower. Even though they may still be in the field practicing medicine, their effectiveness with patients may be lower and patient load may be impacted," Lavoie said.

She said physician discontent may have a "downstream effect" that could affect patient health and safety.

Lavoie said the health care industry, particularly companies that design or manage electronic health records, needs to work together to help restore the joy of medicine to physicians.

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## FOCUS ON NEW TRENDS IN HEALTH CARE

### DENTISTS

continued from page 11

At the same time, Stoner said, “Because dentistry is an industry that is less affected by economic changes and offers consistent growth, banks still look at dentists as good lending customers, and dentists are beginning to attract larger investors, including private equity groups.”

#### WHY A DSO?

DSOs promise economies of scale that can help manage costs and decrease expenses. They can give dentists more power to negotiate with third parties and vendors and allow them to offer stronger employee benefit packages, which makes it easier to hire and retain staff.

“DSO models develop business infrastructure that creates economies of scale, but they also provide platforms for training, development, and professional growth of team members,” said Jones, who has a background in corporate management. He had been looking for an industry he felt could benefit from his experience and focused on dentistry.

Another advantage of a DSO is that it allows dentists to focus on the clinical side of dentistry.

“In the DSO model, the business team runs the business, and the doctors get to focus on excellent patient outcomes,” Jones said.

Some question whether dental care might suffer under a larger corporate entity, Jones added. But, he said, “When done well, best business practices combined with competent clinical practice actually increase the quality of care and the overall patient experience. Additionally, access to dental care for patients is greatly improved when dental practices develop the size and scale to provide care at more convenient hours and reduced costs.”

According to Stoner, DSOs can also make succession planning easier. “Older dentists often find it difficult to find a younger person who wants to take over their practice,” he said. “It’s a lot easier to go to an institutional buyer.”

But Stoner cautions, “Not all DSOs are the same. If a dentist is considering a DSO, they need to do their due diligence to understand with eyes wide open what it means to be a part of a larger organization. Is the DSO going to mandate a way to practice dentistry that is contrary to their personal approach? How will the DSO compensate them for on-going work? Is it performance based? Before making any decisions, they should talk to other dentists who have been with the DSO for a year or more.”

**‘New dentists who leave school with big student loans often just want a paycheck. Less want to endure the business risk associated with an independent dental practice.’**

— John S. Stoner, RKL LLP



### HOSPITALS

continued from page 12

of better ways to source and produce patient meals. Ever since, health care professionals have changed the way food ingredients are sourced, prepared and delivered to patients.

Reading Hospital sources much of its produce and ingredients from farms in nearby Lancaster County, Kipe said.

At St. Luke’s University Health Network, Thomas Boyd said about 60 percent of the fresh produce comes from the St. Luke’s Rodale Institute Organic Farm as part of a Farm to Hospital Initiative founded in 2014.

The St. Luke’s Rodale farm is located on about 11 acres at the St. Luke’s Anderson Campus property in Bethlehem Township.

Boyd is senior district manager/health care division for Metz Culinary management in Dallas, Luzerne County. Metz works with St. Luke’s to provide “restaurant-inspired hospitality” services, St. Luke’s officials said.

The St. Luke’s partnership with Rodale Institute in Maxatawny Township, Berks County, includes a full-time farmer and staff to work on the organic farm at the Anderson Campus.

Deborah Cooper, St. Luke’s network clinical nutritional manager, said a more health-conscious public benefits from St. Luke’s efforts through in-patient meals as well as through farm stands open to staff and the public, stocked with the same fresh local produce used in the health system’s cafeterias.

She said growing local produce to meet the needs of St. Luke’s hospitals had a ripple effect. “It’s a benefit and a plus for us, for staff and patients and for the environment,” Cooper said.

At Lehigh Valley Health Network in Salisbury Township, arrangements with local growers to provide fresh, locally sourced ingredients for its patient and cafeteria meals were essential to patient satisfaction, said Kimberly Procaccino, Sodexo nutrition director at LVHN. She said gardens on site were used for salad greens and herbs. Sodexo is LVHN’s food services provider.

#### MADE TO ORDER

Ordering is scientific with the room service model used by LVHN, St. Luke’s and Reading. It ensures personalized attention and nutritional expertise is available to each patient. The model also coordinates efforts for health care, food service and nutrition providers.

“We can optimize their selections to meet their nutritional therapy and negotiate orders from a wide variety of choices,” Procaccino said.

Most hospital kitchens operate from 6:30 a.m. to 6:30 p.m. Patients may use a digital system or their phones to place their orders any time during that window.

“It’s restaurant style and patients can select and place their orders,” Procaccino said.

She said coordinating hot and cold choices and prepping them to arrive from five minutes to 33 minutes after ordering ensures food doesn’t languish on service.

Rather than making food preparation and delivery more challenging, Kipe said the process is easier.

“Instead of chasing exceptions, everything is an exception. You don’t have a lot of trays going out all at the same time,” Kipe said.

The changes also allow hospitals to meet the special needs of their patients.

LVHN has a gluten-free food prep station and caters to the dietary needs and desires of patients from around the world. “We made fufu for a patient from South Africa,” Procaccino said. Fufu (pronounced foo-foo) is a staple food in many African countries. It is made from green plantain flour and cassava (yucca) root.

#### CAREER OPTIONS

It is not just the food that is changing. So are perceptions of working in hospital food service, once seen as a culinary dead end.

Most hospital head chefs today have culinary degrees, and working in health care is seen as an attractive career with benefits and regular hours.

“Years ago you had Army and Navy cooks work the line – if you had one of those you could feed a hospital. Today you have trained executive chefs,” Kipe said.

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## FOCUS ON NEW TRENDS IN HEALTH CARE

### GO

continued from page 9

region where CSS Fitness Group, a Center Valley-based company, brings its cycling, yoga, weight lifting and Zumba classes.

"We go right to the company and set up what we need and pack up when we're done," said Wayne Snyder, who founded the company in 2013 after becoming disillusioned with his desk-bound job.

In cooler weather, CSS Fitness brings the cycling classes indoors.

"The group cycling is our flagship class," said Snyder, who co-owns CSS Fitness with Amanda Grant, the company's director of personal training and nutrition.

"We have 30 bikes in a truck and can set up anywhere. Basically the company just has to open their door and put us in a room," he said.

#### BRINGING EXPERTISE

Since its founding, CSS Fitness has grown to 12 instructors and personal trainers. It counts Dun and Bradstreet, Lafayette College and Rodale among its

clients.

The company has found a niche in helping businesses run their health and wellness programs.

"What we found is many HR departments run health and wellness programs. They're not experts in fitness. We come in from an expert standpoint and manage the process from beginning to end and give measurable results," Snyder said.

Penn Treaty, a long-term care insurance administrator with about 165 employees, has contracted with CSS Fitness since 2016 to provide a wellness program to its 165 employees, said Ryan Stephens, director of human resources at Penn Treaty.

Penn Treaty initially contracted with CSS Fitness for a cycling class once a week, and has since expanded to four days of classes that include yoga, strength training and Pound, a high-intensity cardio and strength class using drumstick-like batons.

"Everyone has a busy schedule and this program gives them an opportunity to take advantage of it over lunch," Stephens said. "A lot of the employees don't have time to work out after work hours."

"It's something our employees love and at this point, we see no reason to stop offering it," Stephens added.

The cost of CSS Fitness' classes ranges from \$3 to \$12 per person, depending on a number of variables, such as class size and if an employer helps subsidize the cost.

The lack of showers and locker room at some companies hasn't posed a problem, Snyder said. He said employees change in restrooms and use sinks or special athletic wipes.

"They head back to the office and no one is the wiser," he said.

CSS Fitness handles all the payments and sign-ups, which are done through its website or smartphone app. Employees also have access to classes at CSS in Center Valley, and virtual training and community forums on fitness and nutrition on its app.

"We grew so much where managing all of our participants, data and billing dictated that we had to get technology behind us with a smartphone app and web portal," Snyder said.

#### TAKING A LEAP

The company was born out of two competing feelings Snyder said were

growing inside him: a passion for working out – he'd been teaching cycling classes and boot camps at a local gym – and disillusionment with his desk job. He'd been working in corporate America for more than 30 years.

"Before I began CSS, I really enjoyed waking up in the morning to work out. I had energy and was excited. I thought, wouldn't it be nice if I was as excited to go to my real job?" Snyder said.

"After saying to my kids for so many years they should find what they're passionate about first and then find a job in it, I literally woke up one day and had to go to work and realized, I'm not passionate about this at all," he said.

Snyder quit his job and then over the course of a year, his plans to start a mobile fitness company jelled. He bought some stationary bikes, put them on a truck and the concept evolved from there. He had a background in transportation logistics, which came in handy for synchronizing the movement of the goods and services he was offering to companies around the region.

"I ended up taking a leap and found something I'm passionate about. Now I can wake up excited to do what I do," Snyder said.

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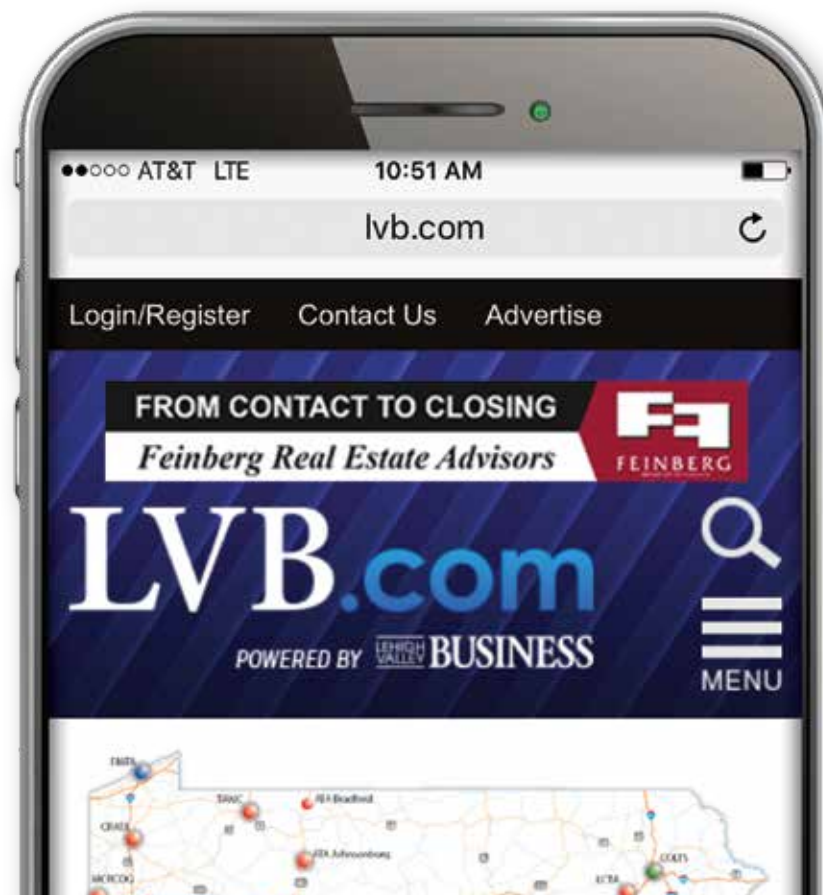
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# LISTS & LEADS

THE LIST

Medical Supply Companies: **Page 22**

November 5, 2018 · [www.LVB.com](http://www.LVB.com)

**Next week's lists:** Architectural Firms, Excavating Companies

## CALENDAR

### Monday, Nov. 5

**Held by:** Northeast Pennsylvania Manufacturers & Employers Association

**Summary:** Safety roundtable discussion on training requirements to be OSHA compliant

**Where:** Top of the 80's, 3 Top of the 80s Road, Hazleton

**Time:** 11 a.m.-1 p.m.

**Cost:** \$38 members, \$76 nonmembers; lunch included

**Contact:** Chris Robbins at [crobbins@nepamaea.com](mailto:crobbins@nepamaea.com) or 570-622-0992

### Wednesday, Nov. 7

**Held by:** Manufacturers Resource Center

**Summary:** Trends in 3D additive manufacturing

**Where:** ProtoCAM, 6620 Grant Way, Allentown

**Time:** 11:30 a.m.-1:30 p.m.

**Cost:** Free lunch and learn

**Contact:** Diane Lewis at [diane.lewis@mrca.org](mailto:diane.lewis@mrca.org) or 610-628-4578

### Thursday, Nov. 8

**Held by:** Northeast Pennsylvania Manufacturers & Employers Association

**Summary:** Managing difficult people and stress training

**Where:** Top of the 80's, 3 Top of the 80s Road, Hazleton

**Time:** 9 a.m.-4 p.m.

**Cost:** \$166 members, \$332 nonmembers; lunch included

**Contact:** Chris Robbins at [crobbins@nepamaea.com](mailto:crobbins@nepamaea.com) or 570-622-0992

### Fridays, Nov. 9 and 16

**Held by:** Northeast Pennsylvania Manufacturers & Employers Association

**Summary:** Effective communications and interpersonal relations – two-day training

**Where:** Top of the 80's, 3 Top of the 80s Road, Hazleton

**Time:** 9 a.m.-4 p.m.

**Cost:** \$322 members, \$644 nonmembers; lunch included

**Contact:** Chris Robbins at [crobbins@nepamaea.com](mailto:crobbins@nepamaea.com) or 570-622-0992

### Monday, Nov. 12

**Held by:** Northeast Pennsylvania Manufacturers & Employers Association

**Summary:** Assigning and presenting work effectively training

**Where:** Top of the 80's, 3 Top of the 80s Road, Hazleton

**Time:** 9 a.m.-4 p.m.

**Cost:** \$166 members, \$332 nonmembers; lunch included

**Contact:** Chris Robbins at [crobbins@nepamaea.com](mailto:crobbins@nepamaea.com) or 570-622-0992

## SUBMITTING ITEMS

Email calendar items two weeks in advance to [editorial@lvb.com](mailto:editorial@lvb.com)

## BEHIND THE LIST WITH PETER J. CASTAGNA OF HOSPITAL CENTRAL SERVICES INC. & AFFILIATES

# Playing a vital role in the health and wellness of the community

Throughout the Greater Lehigh Valley, medical supply companies provide equipment to people, hospitals, doctors, pharmaceutical companies and more.

One supplier with a strong presence in the region is Hospital Central Services Inc. & Affiliates in Allentown.

Here to answer this week's "Behind the List" questions and talk about the services provided by the company is Peter J. Castagna, president and CEO.

**Lehigh Valley Business: Health care is a constantly evolving industry. What services does Hospital Central Services provide and how does it stay ahead of new challenges and opportunities?**

**Peter J. Castagna:** Hospital Central Services was founded right here in the Lehigh Valley 50 years ago, when several of the area hospitals decided to outsource and build a shared linen rental and laundry service. Three years later, many of those same hospitals along with local business leaders formed Miller Blood Center, which eventually became what is now known as Miller-Keystone Blood Center after merging with the community blood bank in Reading. It is now is an affiliate of HCSC.



**Peter J. Castagna is president and CEO of Hospital Central Services Inc. & Affiliates in Allentown, which partners with health systems like St. Luke's University Health Network and Lehigh Valley Health Network. PHOTO/CHRISTOPHER HOLLAND**

MKBC annually collects, manufactures, tests and distributes more than 121,000 units of blood for transfusion at our local hospitals, while HCSC processes more than 114 million pounds of hygienically clean patient bed linens, scrubs, gowns and other related items.

**LVB: What is your guiding philosophy as a business owner?**

**Castagna:** Any successful business starts with its people and culture.

Having accepted the position in 2013, I was immediately impressed with the culture of HCSC and Miller-Keystone, the longevity of service, the depth of industry expertise and unwavering commitment to serve our customers.

**LVB: What is the best piece of career advice that you've ever received?**

**Castagna:** Early on in my career, I was fortunate to have a great boss and mentor who shared a phrase that continues to resonate with me: "Passionate People Perform." It sounds pretty simple, but it

please see **CASTAGNA**, page 21

## FOR YOUR INFORMATION

**Dave Fisher**, senior vice president of operations at **Rentokil North America** in Wyomissing, was honored by the National Pest Management Association with its Crown Leadership Award as its annual conference in Orlando, Florida. The Crown Leadership Awards recognize industry professionals, educators, vendors and association officials "who uphold the highest standards of industry ethics while contributing their time and talent to a broad range of professional and civic organizations." Only 250 professionals have earned the award since its inception in 1989.

**P.J.W. Restaurant Group** chief operating officer **Jim Fris** was named chairman of the board of directors to the Pennsylvania Restaurant & Lodging Association, the association's highest elected office. Fris brings over 30 years of experience in the hospitality industry to this position. During his tenure at P.J.W., the restaurant group has opened 15 restaurants, created over 1,200 jobs, increased revenues, and created synergies with local sports teams and Philly institutions such as the Wells Fargo

Center and Temple University. P.J.W. has many Greater Lehigh Valley locations.

**Steve Tang**, CEO of Bethlehem-based **OraSure Technologies Inc.**, received the Leadership Award from the Association of University Research Parks for his work at the University City Science Center, which he joined in 2008. Philadelphia's University City Science Center represents a partnership between 30 regional shareholders focused on promoting innovation and partnerships. His vision for the Science Center was to develop several incubators, accelerators and business programs, which led to such award-winning programs as FirstHand, Phase 1 ventures, the QED Proof-of-Concept funding program, the Digital Health Accelerator and Quorum. These programs have since become the trademark of the Science Center.

**Lehigh Valley Planning Commission** held its 5<sup>th</sup> Annual Lehigh Valley Awards ceremony on Oct. 10. The Multi-Municipal Cooperation award honored the **Slate**

**Belt Regional Branding** project. The Slate Belt Regional Branding is part of the Slate Belt Rising project spearheaded by the Community Action Committee of the Lehigh Valley and includes revitalizing Portland Borough's business district and a branding strategy designed to attract visitors, businesses and homebuyers to the region. The Slate Belt Branding Regional group honorees include Bangor Borough, ESSA Bank & Trust, Greater Lehigh Valley Chamber of Commerce, Imagevolution, Lafayette Ambassador Bank, Merchants Bank of Bangor, Northampton County, Pen Argyl Borough, Portland Borough, Slate Belt Rising, Waste Management and Wind Gap Borough.

## SENDING INFORMATION

Email your announcements of business openings, contracts, relocations, awards or real estate transactions to [cholland@lvb.com](mailto:cholland@lvb.com). Please include the municipality in which your company is located.



## PEOPLE: promotions, appointments and hires

### ARCHITECTURE/ENGINEERING

**MKSD** of South Whitehall Township hired **Ali Stoudt** as a project designer. A native to the Lehigh Valley, Stoudt previously worked at Temple University's space management department where she assisted staff with surveys of existing buildings and modifying floor plan layouts. She earned bachelor's and master's degrees in architecture from Temple University.



Stoudt

### BUSINESS RESOURCES

**The Northeastern Pennsylvania Alliance** re-hired **Frank Migneco**. He will serve as government procurement manager and will network with clients and provide technical, marketing and informational assistance to businesses regarding government contracting opportunities. His background is in program design, planning, implementation, reporting, marketing, and evaluation, in addition to having significant contract and procurement management



Migneco

experience. Frank has a bachelor's degree from Southampton College of Long Island University and a master's degree from Montclair State University.

**Penn Foundation** of Sellersville hired **Douglas Dager** as a recruitment coordinator. He will be responsible for attracting candidates, conducting interviews, and attending job fairs and career events, among other human resources duties. Prior to joining Penn Foundation, Dager worked in human resources at BARC Developmental Services in Holicong, and Delaware Valley Residential Care in Warminster, focusing on the recruitment and retention of staff.



Dager

### FINANCE

**Herbein + Company** of Spring Township hired **Maria Stromple** as partner and director of firmwide tax services. Coming to Herbein with extensive tax experience at other regional firms, Stromple will be based in the Pittsburgh office, but will oversee tax operations for all nine of Herbein's offices.

### HEALTH CARE

**Phoebe Ministries** of Allentown appointed **Pamela J. Getz** as direc-

tory of pharmacy, Allentown for the Phoebe Pharmacy at Stonegate Drive. She will be responsible for managing daily operations of the pharmacy and strengthening relationships with customers. Getz started her career as a staff pharmacist at the Allentown pharmacy location. Most recently, she served as a supervisor and managed multiple roll-outs in new businesses. **Jenny E. Jung** was appointed director of pharmacy, Montgomery for the Phoebe Pharmacy in Colmar. She will be responsible for the overall operations of the pharmacy and account roll-outs. Getz began her career at Phoebe as a staff pharmacist and most recently served as pharmacy operations manager. She graduated from the Philadelphia College of Pharmacy.



Getz



Jung

### LEGAL

**North Penn Legal Services** of Bethlehem named **Lori A. Molloy** as its new executive director. Molloy has been an attorney at North Penn for 21 years,

serving as the managing attorney of the Bethlehem office until her promotion to director of legal advocacy in 2017.

### MARKETING

**Day Vision Marketing** of Allentown hired **Andrew Paradysz** as vice president and head of business development. He will provide the strategic foundation, best practices, and business support for campaigns that respond to clients' growth. He brings more than a decade of marketing experience to the firm.



Paradysz

### TECHNOLOGY

**TAC Technical Instrument Corp.** in Hatfield hired **Michael Coulton** as general manager. He has more than 30 years of manufacturing and management experience.



Coulton

### SENDING NEWSMAKERS

Send announcements concerning promotions and newly hired personnel to [cholland@lvb.com](mailto:cholland@lvb.com). Save photos at 300 dpi as TIFF or JPG files. Please do not embed photos in word documents. Photos sent through the mail will not be returned. Releases should include the municipality in which the company is located.

# Outlook

2019

The **2019 Outlook** will feature a panel of local business leaders discussing their thoughts on what 2019 will bring the Greater Lehigh Valley. Topics will include taxes, mergers & acquisitions, interest rates, health care and more.

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### RCN partners with Miller-Keystone for blood drive

RCN Lehigh Valley partnered with Miller-Keystone for its 4th annual "Blood Drive for Life" at the Miller-Keystone Blood Center in Hanover Township, Northampton County. More than 52 donors participated in this life-saving event. Pictured is RCN TV's sports director, Gary Laubach.



### Auto dealer donates to youth soccer programs

A&T Chevrolet is supporting Pennridge Yellowjackets Soccer through the Chevrolet Youth Soccer program. The sponsorship includes both financial and equipment donations during the 2018 youth soccer season. A&T Chevrolet of Sellersville President Jeff Allen, left, and A&T general manager Joe Fost, right, presented Pennridge Yellowjackets Soccer representative Drew Minko, center, with this year's equipment donation. Chevrolet Youth Soccer is a grassroots initiative that establishes a positive relationship between local dealers and the communities they serve. A&T Chevrolet is sponsoring Pennridge Yellowjackets Soccer as part of Chevrolet's nationwide commitment to support youth sports. The 2018 Chevy Youth Soccer program is providing assistance to over 225 organizations in the northeastern U.S., with Chevrolet dealers contributing over \$340,000 in money and equipment.



### Winery donates to Cancer Support Community

Proceeds from Tolino Vineyard's fourth annual Fall Music Festival and Fundraiser benefitted the Cancer Support Community of the Greater Lehigh Valley. Mandy Tolino, left, presented a \$3,000 donation check to Amanda Buss, executive director of the Cancer Support Community. The funds will be used to support programs offered free of charge to help individuals and families in the Lehigh Valley affected by cancer.



### Provident Bank donates to Cancer Support Community

Provident Bank Foundation Executive Director Jane Kurek and Trevor Hart, vice president of market, presented a \$5,000 grant to Community Services for Children to support its Early Head Start program providing at-home therapeutic services to children affected by drugs and/or alcohol. Pictured from left: Kurek; Hart; Deidra Vachier, vice president of early childhood education; Lora Lesak, director of child health at Community Services; and Paula Margraf, president and CEO of Community Services.

## CASTAGNA

continued from page 19

taught me that a career is about doing what you love and loving what you do.

**LVB: If you could change one thing about your industry, what would it be?**

**Castagna:** Our greatest challenge in this

dynamic environment is ensuring our customers understand the value that we provide beyond the basic cost of our service. The blood supply needs to be safe and immediately available when the patient requires it. Clean and hygienic linen, scrubs and apparel contribute to lowering the potential for infections and readmissions and cannot be compromised. As hospital systems get larger in size and scope and covering larger geographies, it

will benefit all stakeholders to continue to work together on what is best for the health of the patient and the community.

**LVB: What motivates you to get out of bed every morning to go to work?**

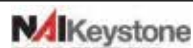
**Castagna:** HCSC and Miller-Keystone play a vital role in the health and wellness of this remarkable community. Getting the opportunity to work with many amazing people is inspirational and not a day goes

by that we get a firsthand view into what makes the Lehigh Valley so special.

**LVB: What are some of your personal interests outside of the workplace?**

**Castagna:** In our free time, my wife, Angela, and I enjoy traveling and spending time with our three daughters who all live and work in New York and New Jersey. I'm also an avid golfer and enjoy reading a good book for relaxation.

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# Medical Supply Companies

Ranked by local employees

Rank	Company Address	Local employees	Top local executive Title	Website Phone	Local/total locations Headquarters Year established	Services provided
1	<b>B. BRAUN MEDICAL INC.</b> 824 12th Ave. Bethlehem, PA 18018	2,020	Caroll H. Neubauer Chairman and CEO	www.bbraunusa.com 610-691-5400 800-523-9676	8/31 Bethlehem 1957	Supplier of IV therapy products, including IV solutions, drug delivery systems, vascular access devices (standard and needle-free IV systems and IV safety catheters) and infusion pumps; also manufactures, markets, distributes and supports a medical product line that includes advanced products for pharmacy, clinical nutrition, anesthesia/pain control, and hemodialysis and renal replacement therapy
2	<b>OLYMPUS CORP. OF THE AMERICAS</b> 3500 Corporate Parkway Center Valley, PA 18034	1,015	Nacho Abia President and CEO	www.olympusamerica.com 484-896-5000 800-848-9024	2/200 Center Valley 2006	Medical and surgical products, gastrointestinal and respiratory endoscopy, therapeutic accessories, minimally invasive surgical products and accessories, biological and industrial microscope systems, nondestructive testing products, analytical instruments, remote visual inspection products, digital cameras, optical components, audio products, binoculars
3	<b>THERMO FISHER SCIENTIFIC</b> 7554 Schantz Road Allentown, PA 18106	900	Rodman Stull General Manager	www.thermofisher.com 610-391-0800	2/DNR Waltham, Mass. DNR	Biotechnology product development
4	<b>ALCON</b> 714 Columbia Ave. Sinking Spring, PA 19608	780	Ed McGough Senior Vice President	www.alcon.com 610-670-3500	1/87 Fort Worth, Texas 1945	Manufactures medical equipment and supplies
5	<b>HOSPITAL CENTRAL SERVICES INC. &amp; AFFILIATES</b> 2171 28th St. Southwest Allentown, PA 18103	395	Peter J. Castagna Jr. President and CEO	www.hcsc.org 610-791-2222 800-444-4272	5/11 Allentown 1967	Hospital and ambulatory care linen services, community blood bank
6	<b>ORASURE TECHNOLOGIES INC.</b> 220 E. First St. Bethlehem, PA 18015	238	Stephen S. Tang President and CEO	www.orasure.com 610-882-1820 800-869-3538	1/2 Bethlehem 2000	Development, manufacture and distribution of point-of-care diagnostic and collection devices
7	<b>PRECISION MEDICAL INC.</b> 300 Held Drive Northampton, PA 18067	140	Michael Krupa President and CEO	www.precisionmedical.com 610-262-6020 800-272-7285	1/1 Northampton 1984	Manufactures specialty respiratory products, including portable oxygen concentrators, oxygen-conserving regulators, all utilizing controlled minute-volume technology, as well as portable suction units, air compressors, oxygen regulators, air-oxygen blenders, flow meters and medical fittings
8	<b>AVANTOR PERFORMANCE MATERIALS</b> 3477 Corporate Parkway, Suite 200 Center Valley, PA 18034	120	Michael Stubblefield CEO	www.avantormaterials.com 855-282-6867	2/10 Center Valley 1867	Global supplier of purity materials for the life sciences and advanced technology markets including biotechnology, pharmaceutical, medical device, diagnostics, aerospace, defense and semiconductor industries
9	<b>INFINITT NORTH AMERICA INC.</b> 755 Memorial Parkway, Suite 304 Phillipsburg, NJ 08865	45	David Smarro CEO	www.infinittna.com 908-387-6960	1/7 Phillipsburg, N.J. 1949	Provides picture archiving and communication system replacement and data migration services for transferring diagnostic images and related patient-and-report data between archives
10	<b>PURITAN PRODUCTS INC.</b> ① 2290 Avenue A Bethlehem, PA 18017	45	Louis V. DiRenzo President	www.puritanproducts.com 610-866-4225	1/1 Bethlehem 1987	Specialty chemicals and custom formulations for applications in pharmaceuticals, microelectronics, manufacturing and analytical laboratories
11	<b>AZER SCIENTIFIC INC.</b> 701 Hemlock Road Morgantown, PA 19543	22	Reza Ardekani President	www.azerscientific.com 610-524-5810	1/1 Morgantown 2003	Clinical laboratory supplies
12	<b>J&amp;J MEDICAL INC.</b> 341A W. Main St. Birdsboro, PA 19508	15	Patricia S. Lusk President	www.jandjmedicalinc.com 610-404-4900	1/1 Birdsboro 1996	Provides medical equipment for in-home use
13	<b>KEYSTONE MEDICAL EQUIPMENT</b> 422 Center St. Jim Thorpe, PA 18229	15	Christopher Evans Owner and President	www.keystonemedicalequip.com 570-325-2787	2/2 Jim Thorpe 1971	Mobility devices, ambulation aids, adaptive living products, chronic medical condition equipment and orthopedic products
14	<b>ALLENTOWN OPTICAL CORP.</b> 525 Business Park Lane Allentown, PA 18109	14	Michael Sprague Owner and President	www.allentownoptical.com 610-433-5269	1/1 Allentown 1924	Custom prescription optical lenses
15	<b>HELPING HANDS HOSPICE SUPPLY CO. LLC</b> 3464 Linden St. Bethlehem, PA 18017	14	Martin Falk Owner	610-868-8911	1/1 Bethlehem 2003	Medical equipment such as oxygen, nebulizers, walkers, wheelchairs and commodes, medical supplies, mastectomy orthotic fitting and diabetic shoes
16	<b>CONCEPT MEDICAL INC.</b> 639 Chestnut St. Ashland, PA 17921	14	Sean Nestor CEO	www.conceptmedicalpharmacy.com 570-875-3611	1/1 Ashland 2002	Medical equipment and supplies
17	<b>PROCARE MEDICAL</b> 4315 Independence Drive Schnecksville, PA 18078	13	Jeffrey Hertz President	www.procure-medical.com 610-769-4900	1/1 Schnecksville 1935	Provides specialized products, including Med-Mizer health care beds, Penner bathing spas and Broda seating and positioning chairs
18	<b>TYBER MEDICAL</b> 83 S. Commerce Way Bethlehem, PA 18017	12	Jeff Tyber President and CEO	www.tybermedical.com 866-761-0933	1/1 Bethlehem DNR	Produces and markets orthopedic and spinal implants
19	<b>AMERICAN DENTAL SUPPLY INC.</b> 1075 N. Gilmore St. Allentown, PA 18109	10	Ricky Hochhauser Owner and President	www.americandentalinc.com 610-252-1464	1/1 Allentown 1977	Manufacturer of dental lab products and specialty ceramics
20	<b>HIRSHLAND OPTICAL</b> 2867 Post Road Orefield, PA 18069	9	Scott Freeman Owner	www.hirshland.com 610-395-1099	1/1 Orefield 1908	Prescription safety eyewear manufacturing and distribution
21	<b>MANNY ESH RESPIRATORY CARE INC.</b> 121 W. Lancaster Ave. Reading, PA 19607	8	Manny Esh President	www.mannyesh.com 610-775-8885 800-332-4293	1/2 Reading 1985	Medical equipment, specializing in continuous positive airway pressure, diabetic supplies, nebulizers, breast pumps and more
22	<b>ATMOS INC.</b> 3717 Huckleberry Road Allentown, PA 18104	6	Christoph B. Schmitz Sales Manager North America	www.atmosmed.us 610-351-7221	1/15 Allentown 2004	Medical device company specializing in the fields of ear, nose, throat, wound care, gynecology and surgery products
23	<b>PARAMOUNT LIVING AIDS LLC</b> 225 N. Kenhorst Blvd. Reading, PA 19607	6	David Reinhart President	www.paramountlivingaids.com 800-886-6364	1/1 Reading 1998	Medical equipment and supply wholesalers, stair lifts, ramps, wheelchair lifts, accessibility modifications, mobility aids

DBA-doing business as   DNR-did not respond   NA-not applicable

The Lehigh Valley Business List of Medical Supply Companies is limited to those in or near Berks, Carbon, Lehigh, Monroe, Northampton, Schuylkill, Warren and Upper Bucks and Montgomery counties. Information came from the individual companies and other LVB research. To access the Lehigh Valley Business online database, visit [www.LVB.com/lists](http://www.LVB.com/lists). Surveys available at [www.LVBlists.com](http://www.LVBlists.com). **Published Nov. 5, 2018.**   ① Owned by Avantor Performance Materials.

Researched by Christopher Holland



LEHIGH VALLEY BUSINESS

2018

# FASTEST GROWING COMPANIES

Presented by:



BAKER TILLY

Accountants and Advisors

## CONGRATULATIONS!

On Wednesday, October 24, 2018, over 250 business leaders gathered together to celebrate the *Lehigh Valley Business Fastest Growing Companies*.

*For more information or to view more event photos, please visit us online at [www.lvb.com/events](http://www.lvb.com/events)*



### 2018 FASTEST GROWING COMPANIES

- |  |                                      |                                     |
|--|--------------------------------------|-------------------------------------|
| 1 The Hillis Group, LLC                        | 17 Creditsafe USA                    | 32 Vishtech Services Company        |
| 2 Dream Live Prosper                           | 18 Quaint Oak Mortgage, LLC          | 33 Altitude Marketing               |
| 3 RER Energy Group, LLC                        | 19 Austin Master Services LLC        | 34 Schlouch Incorporated            |
| 4 Ideal Concepts, Inc.                         | 20 SmartAcre, Inc.                   | 35 BSI Corporate Benefits           |
| 5 D&B Elite Construction Group                 | 21 Populytics, Inc.                  | 36 Jerdon Construction Services LLC |
| 6 Stratix Systems                              | 22 BSEG, LLC                         | 37 MGN Logistics, Inc.              |
| 7 Netizen Corporation                          | 23 Gateway Ticketing Systems, Inc.   | 38 Zeswitz Music                    |
| 8 Customers Bank                               | 24 Fish Window Cleaning              | 39 Keystone Fire Protection Co.     |
| 9 The Good Life Companies                      | 25 Vigon International, Inc.         | 40 Express Employment Professionals |
| 10 Alloy5 Architecture                         | 26 BerkOne, Inc.                     | 41 K&H Custom Window Treatments     |
| 11 Genomind Inc.                               | 27 The Denzel Group                  | 42 TITAN Mobile Shredding, LLC      |
| 12 Piramal Critical Care                       | 28 AlphaGraphics Lehigh Valley       | 43 East Coast Floor Distribution    |
| 13 Traffic Planning and Design, Inc.           | 29 Dalton Delivery Service Inc       | 44 JCS Health Care Services, Inc.   |
| 14 TWG Security                                | 30 Weather Trends International      | 45 Unique Pretzel Bakery            |
| 15 Bosada Inc DBA CertaPro Painters of Reading | 31 Berks · Fire · Water Restorations |                                     |

Supporting Sponsor:



LEHIGH VALLEY  
economic development





# BERKS COUNTY REAL ESTATE & DEVELOPMENT SYMPOSIUM 2018

A PROGRAM OF LEHIGH VALLEY BUSINESS

**Date: Wednesday, November 7 Time: 8–11am**

**Location: DoubleTree by Hilton, Reading**

*Register online at [www.lvb.com/berksres](http://www.lvb.com/berksres)*

**8:00am Networking & Breakfast**

**8:30am Welcome and Opening Remarks**

**8:45am Economic Forecast**

**SPEAKER:** Keith P. Aleardi, CFA, Chief Investment Officer, *Fulton Financial Advisors*  
President & CIO, *Clermont Wealth Strategies*

**9:15am Discussion Topic: Major Projects in the Greater Berks Area**

**MODERATOR:** Pamela Shupp, Executive Vice President, *Greater Reading Chamber Alliance*

**SPEAKERS:** George Haines, Vice President, *Acquisitions & Development, Equus Capital Partners, Ltd.*  
Matt Clymer, Senior Vice President, *MRP Industrial*

Thomas C. McKeon, AICP, CEcD, Executive Director, *Berks County Industrial Development Authority (BCIDA)*

**10:00am Networking Break**

**10:20am Panel Discussion: What's Hot and What's Not in Greater Berks County Area Real Estate**

**SPEAKERS:** Dave Mattes, Realtor, *The Dave Mattes Team & RE/MAX of Reading*

Bryan Cole, SIOR, Managing Principal, *NAI Keystone Commercial & Industrial, LLC*

**10:00am Networking in Exhibit Area**

**11:00am Adjourn**

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**FOR INFORMATION ON THE EVENT OR EXHIBITOR OPPORTUNITIES**

Contact Dayna Edelman at 610-807-9619 ext. 4109 or [dedelman@lvb.com](mailto:dedelman@lvb.com)

**SPONSORSHIP OPPORTUNITIES AVAILABLE!**

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