



Confidential Position Specification
Lehigh Valley Health Network

Senior Vice President, Lehigh Valley Orthopedic Institute



CONFIDENTIAL POSITION SPECIFICATION

Position	Senior Vice President, Lehigh Valley Orthopedic Institute
Company	Lehigh Valley Health Network
Location	Allentown, Pennsylvania
Reporting Relationship	Senior Vice President, Orthopedic Institute will report to John M. Pierro, MBA, Executive Vice President and Chief Operating Officer, Lehigh Valley Health Network
Websites	Health System: www.lvhn.org Orthopedics: www.lvhn.org/ortho

ORGANIZATION REVIEW

Lehigh Valley Health Network (LVHN) (parent organization). This is truly an extraordinary time to join Lehigh Valley Health Network. LVHN emerged from the pandemic with exceptional care providers and financial strength. The network opened our newest hospital in July 2021 and currently has two new hospitals under construction. In addition, a significant network ambulatory expansion is underway. LVHN serves nine counties in eastern Pennsylvania with nine hospital campuses, nearly 2,000 inpatient beds and \$4 billion in revenue, over 275 physician practices, 55 rehabilitation locations, more than 80 testing and imaging centers, 28 health centers and 20 ExpressCARE locations. LVHN also has the region's only Children's Hospital and four clinical institutes: Lehigh Valley Topper Cancer Institute, Lehigh Valley Heart and Vascular Institute, Lehigh Valley Institute for Surgical Excellence and Lehigh Valley Orthopedic Institute. Each serves as a hub of innovation, research and education to give patients access to world-class care, advanced surgery, research and clinical trials.

LVHN continually goes the extra mile in furthering its mission to heal, comfort and care for the people of our community by providing advanced and compassionate health care of superior quality and value supported by education and clinical research. Each one of LVHN's 20,000 colleagues contributes to this mission and helps make the communities they serve healthier – and better – places to live.

LVHN is one of the nation's most respected health networks, offering comprehensive care in 95 clinical specialties. This care is complemented by clinical research and education, including a medical school partnership with the University of South Florida (USF) Morsani College of Medicine that is preparing the doctors of tomorrow.

LVHN Core Values:

- Compassion: Be kind. Listen, show respect and foster a sense of belonging for all
- Integrity: Do what's right. Act ethically and honestly, and communicate with transparency
- Collaboration: Be a good partner. Create exceptional experiences in a safe and secure environment
- Excellence: Achieve the best outcomes. Focus relentlessly on innovation and superior results.



LVHN Awards and Recognition

LVHN annually receives national recognition through awards and accreditation from organizations such as *U.S. News & World Report*, Centers for Medicare and Medicaid, and many others.

U.S. News & World Report once again ranked Lehigh Valley Hospital (LVH) as the Lehigh Valley's No. 1 regional hospital in its Best Hospitals list. This is the eighth straight year Lehigh Valley Hospital has been ranked No. 1 by U.S. News, which also has recognized the hospital nationally among America's Best Hospitals in various medical specialties 24 times since 1996. U.S. News recognized LVH as "high performing" in six common adult specialties and 14 common adult procedures and conditions.

Demonstrating LVHN's commitment to nursing excellence and quality patient care, Lehigh Valley locations earned Magnet® designation – the highest honor an organization can receive for quality nursing care - for the fifth time, a feat accomplished by fewer than 25 national and international health care facilities. Only 8 percent of hospitals in the nation hold this honor, and LVHN is the only Magnet hospital in the Lehigh Valley.

In 2020, LVHN was certified as a Great Place to Work.™ Certification is a significant achievement. Using validated employee feedback gathered with Great Place to Work's rigorous methodology, certification confirms that seven out of 10 employees have a consistently positive experience at LVHN.

The Leapfrog Group named LVH–Cedar Crest a Top Teaching Hospital for achievements in patient safety and quality. About 2,100 hospitals were considered for the award, and this year 56 teaching hospitals received this honor, including four PA hospitals. Leapfrog has honored LVH–Cedar Crest and LVH–Pocono with an "A" Hospital Safety Score.

[LVHN](#) is one of just eight health care organizations across the U.S. to achieve a Level 10 designation in the [College of Healthcare Information Management Executive's \(CHIME\) 2020 Healthcare's Most Wired survey](#), which assesses how effectively health care organizations apply technology to support clinicians and patients. In 2017, LVHN was one of 12 organizations in the United States to win the Vizient Bernard A. Birnbaum, MD, Quality Leadership Award. This award is given annually to academic medical center and community hospital members that demonstrate superior performance, as measured by the Vizient Quality and Accountability Study, which has been conducted annually since 2005.

In the latest data from the Vizient Academic Medical Centers/Teaching Hospitals benchmark, LVHN is ranked 10th overall nationally and No. 1 for patient safety.

LVHN is recognized as a Leader on the Human Rights Campaign Foundation's Healthcare Equality Index (HEI) 2022. HEI is the national benchmarking tool that evaluates health care facilities' commitment to the equity and inclusion of their [LGBTQ patients](#), visitors and employees.

LVHN Hospitals

Lehigh Valley Hospital-Cedar Crest is the flagship hospital of LVHN. Recognized by U.S. News & World Report as the No. 1 Hospital in Lehigh Valley for eight straight years, LVH-Cedar Crest is a combined adult Level I and pediatric Level II trauma center with over 800 inpatient beds and \$2 billion in revenue.



Highlighted services include:

- Level I Trauma Center
- Pennsylvania's largest emergency department
- Open-heart surgery, heart transplant surgery and minimally invasive surgery
- Kidney and pancreas transplant program
- Comprehensive Stroke Center
- Lehigh Valley Reilly Children's Hospital
- Children's ER
- Level IV NICU
- Regional Burn Center
- John and Dorothy Morgan Cancer Center
- Inpatient Rehabilitation Center
- Diagnostic Care Center

In addition to its recognition from U.S. News, LVH-Cedar Crest has received national awards and designations identifying the hospital as one of the nation's best. These include:

- Magnet® hospital for nursing excellence
- Leapfrog Group "A" grade for patient safety
- Leapfrog Group Top Teaching Hospital
- Best Workplace in Health Care & Biopharma from Great Place to Work and Fortune
- HealthCare's Most Wired
- Leader designation on the LGBTQ Healthcare Equality Index by the Human Rights Campaign Foundation

Lehigh Valley Hospital-17th Street in Allentown is a community neighborhood hospital in the heart of Allentown's West End offering a variety of health care services including:

- Emergency medicine
- Magnet® recognized inpatient care
- Ambulatory Surgery Center
- Rehabilitation hospital
- Community clinics
- Breast Health Services

Lehigh Valley Health Network-Tilghman in Allentown serves as a home for the Center for Orthopedic Medicine, urgent care services and surgery services. Highlighted services include:

- Center for Orthopedic Medicine
- Ambulatory Surgery Center
- ExpressCARE Urgent Care
- Magnet® recognized

Lehigh Valley Hospital-Muhlenberg in Bethlehem features all private inpatient rooms and a vast array of health care services. The hospital consists of 224 staffed beds and has total operating revenue of \$379 million. Highlighted services include:

- Behavioral Health
- Primary Stroke Center
- Family Birth and Newborn Center
- Magnet® recognized
- Level II NICU
- LVHN Cancer Center at Lehigh Valley Hospital-Muhlenberg



Lehigh Valley Hospital–Hecktown Oaks, located in Lower Nazareth Township in Northampton County, is LVHN’s newest hospital (opened in July 2021). LVH-Hecktown Oaks includes a 200,000-square-foot acute care hospital, 35,000-square-foot Lehigh Valley Topper Cancer Institute, 61,000-square-foot medical office building and an emergency department caring for adults and children, including an area dedicated just for children. The campus serves people of all ages and offers advanced surgery, imaging, emergency, orthopedic and cancer care.

Lehigh Valley Hospital-Hazleton in Luzerne County, formerly Hazleton General Hospital, has 150 beds. Highlighted services include:

- Level IV Trauma Center
- Gunderson Rehabilitation Center
- Primary Stroke Center
- Family Birth and Newborn Center
- LVHN Cancer Center–Hazleton
- **Lehigh Valley Hospital-Schuylkill in Pottsville, Pa.** Highlighted services include:
 - Stine Acute Rehabilitation
 - Advanced Wound Center
 - Behavioral Health Services (senior, adult, adolescent)
 - Family Birth and Newborn Center
 - LVHN Cancer Center–Schuylkill
- **Lehigh Valley Hospital-Pocono in Monroe County.** Highlighted services include:
 - Level III Trauma Center
 - ESSA Heart and Vascular Center
 - Family Birth and Newborn Center
 - Level III NICU
 - Dale and Frances Hughes Cancer Center
- **Coordinated Health** - In December 2019, Coordinated Health became part of LVHN. Coordinated Health includes 22 locations throughout eastern Pennsylvania and New Jersey, including two hospitals and two ambulatory surgery centers. Over the years, Coordinated Health expanded the services it provides to include cardiology, endocrinology, primary care, women’s health and more. Together, LVHN and Coordinated Health offer the highest orthopedic success rates in the region. Highlighted services include:
 - Orthopedics
 - Orthopedic Injury Centers
 - Physical therapy
 - Sports performance
 - General surgery

Future Hospital Campus Additions

LVHN is building two new hospital campuses:

LVH-Dickson County will be LVHN’s first hospital facility in the Scranton area. LVH-Dickson City will feature a new 100,578-square-foot hospital that will be connected to an existing medical office building that serves as the home of Coordinated Health Scranton Orthopedics.

The hospital will have an orthopedic and surgical specialty focus and feature the following:

- An 18-bay emergency department
- 24 private inpatient beds (with the option to open additional beds in the future)



- Seven operating rooms and two procedure rooms
- Helipad available for any necessary critical-care transports

Opening is anticipated in the summer of 2022.

Lehigh Valley Hospital–Carbon, LVHN's first hospital in Carbon County, will be located in Mahoning Township near Lehighton. The hospital will cover 100,000 square feet and include the following:

- Radiology and advanced imaging, including MRI
- Inpatient and outpatient surgical services
- Full-service emergency department including a helipad
- Cardiology
- Breast Health Services
- Rehab services
- Cancer services
- Telemedicine services

Opening is anticipated in the spring of 2022.

Additional Ways LVHN Provides Exceptional Care

Lehigh Valley Reilly Children's Hospital is the only children's hospital in the Lehigh Valley. The Children's Hospital offers both inpatient and ambulatory care, a Children's ER, the J.B. and Kathleen Reilly Children's Surgery Center in Salisbury Township, more than 30 pediatric specialists and numerous child-specific services such as rehab and burn care.

Health Centers throughout the region include community health centers offering doctors' offices and lab and imaging services at convenient locations in Bangor, Bath, Bartonsville, Bethlehem Township, Blakeslee, East Stroudsburg, Easton, Emmaus, Fogelsville, Frackville, Hamburg, Kutztown, Macungie, Moselem Springs, Mountain Top, Palmer Township, Pennsburg, Quakertown (in partnership with Grand View Hospital), Richland Township, Trexlertown, and West End, as well as health and wellness centers, which also include fitness facilities at Cedar Crest, Hazleton and Muhlenberg.

ExpressCARE offers walk-in, no-appointment care at 20 locations, as does the region's only Children's ExpressCARE in Palmer Township and Fogelsville.

Lehigh Valley Physician Group (LVPG) is among the largest medical groups in the United States. LVPG was founded in 1993 as a not-for-profit subsidiary of LVHN. Nearly 2,000 physicians and advanced practice clinicians are employed by the health network through LVPG. LVPG includes more than 300 practice locations in eastern Pennsylvania. LVPG practitioners perform approximately 3.2 million visits annually in their practices, hospitals and other affiliated locations.

Additional services include: Lehigh Valley Pharmacy Services; Imaging; Home Care; HNL Lab Medicine; and Work Wellness.

Academic Affiliations

For nearly 100 years, LVHN has had independent residency programs. LVHN is a regional clinical campus of University of South Florida's (USF) Morsani College of Medicine and an accredited member of the nation's Council of Teaching Hospitals. The physicians and staff of LVHN have a long-standing commitment to excellence in medical education. SELECT medical education program, created by the USF Morsani College of Medicine and LVHN, is preparing students to take a leadership role in the accelerating pace of change in health care.



SELECT stands for Scholarly Excellence, Leadership Experiences and Collaborative Training. Students in the program spend their first two years learning in a highly progressive, student-centered medical school, the USF Morsani College of Medicine in Tampa, Florida. They then spend their final two years learning inside LVHN's technologically advanced health network, which is recognized nationally for quality, safety and collaborative care. The program strives to create an atmosphere where learning will flourish.

LVHN also offers electives for fourth-year medical students from LCME- and AOA-accredited medical schools.

POSITION SUMMARY

Reporting to the Chief Operating Officer (COO) of LVHN, the Senior Vice President (SVP), Lehigh Valley Orthopedic Institute will be a seasoned executive with a proven track record of successfully leading and growing a large orthopedic business. In close coordination with his/her dyad partner, the Physician In Chief (PIC) of the Lehigh Valley Orthopedic Institute, this SVP will co-lead the strategy, growth and development of this new Institute to ensure its long-term success. The SVP will also help drive performance metrics across the health system with respect to both quality and profitability.

The successful candidate will grow service line market share and profitability across LVHN to promote a system-wide approach to care delivery. The new SVP must work in concert with the executive and senior management team members, service line and shared service executives, physician practice administrators, nurses and physicians to create a seamless delivery process across LVHN's service area. In addition to competing more effectively for the business in the primary service area, the new SVP will be expected to develop new business for the system from the secondary service areas through partnerships with physicians and other hospitals throughout the region to ensure the rapid growth and success of the enterprise for both the Network and the patients it serves. The SVP will provide leadership and operational oversight to meet strategic and operational objectives of the Orthopedic Institute, while supporting the continued development of a high-quality orthopedic program to be a regional and national market leader.

The selected candidate will lead the targeted, strategic growth of orthopedics services across LVHN to include:

- Infrastructure: Ensure the system creates tools and processes to manage market and service line priorities in an effective and efficient manner.
- Physician Practice: Partner with practice, university and health system leadership to ensure the right systems are engaged at the right time and place.
- Collaborate with system and entity leadership to establish network leadership, including designated dyads and steering groups as appropriate.
- Oversee strategic and business planning processes.
- Ensure that goals and scorecards align with priorities.

The selected candidate will work with entity leadership and LVHN leadership to develop and manage the annual Orthopedic Institute budget including defining volume targets and resources necessary at the LVHN operating entities to achieve service line goals. The SVP will:

- Manage and improve service line activity along key performance metrics for related clinical subspecialties including volume growth, patient satisfaction, access, quality measures, service line profitability and staff and physician engagement scores. Gain approval of budgets and initiatives at the executive level.
- Develop and manage a shared service model that optimizes efficient use of staff in a



- manner which achieves the above goals.
- Work with LVHN Clinical Chairs and Physician leadership to develop and administer annual incentives that include both inpatient and outpatient metrics.
- Monitor and report on progress for agreed upon annual goals and objectives.

Lehigh Valley Orthopedic Institute includes:

Lehigh Valley Orthopedic Institute is committed to providing patient-centric care which is driven by its team approach to the future of medicine. The Institute is composed of a team of more than 200 musculoskeletal providers, each of whom has subspecialty interests. The Clinical Divisions include: foot/ankle, hand, spine, trauma, pediatrics, podiatry, total joint replacement, sports medicine, pain management, chiropractic medicine and physical medicine and rehabilitation. Their orthopedic surgeons perform approximately 17,100 procedures annually. The department performs inpatient surgeries at LVHN–Tilghman, LVH–Hecktown Oaks, LVH–Schuylkill, LVH–Hazleton, LVH–Pocono, Coordinated Health–Allentown and Coordinated Health–Bethlehem. Ambulatory and outpatient services are provided in various satellite locations.

Orthopedic surgery at LVHN offers a comprehensive approach to the treatment of patients with muscle, bone and joint disorders, including problems related to injury or trauma, sports injury, arthritis, rheumatology, cancer, osteoporosis or other metabolic bone diseases.

Foot and Ankle Surgery

Foot and ankle surgery is a sub-specialty of orthopedics and podiatry that deals with the diagnosis and surgical treatment of disorders of the foot and ankle. LVHN offers both orthopedic surgeons and podiatrists that work closely to develop medical and surgical treatment plans.

Hand Surgery

LVHN hand surgeons are specially trained in hand surgery and offer the latest advancements in microsurgery.

Spine

LVHN's Advanced Spine Center was the first program in the region to coordinate care across multiple specialties. The Advanced Spine Center at LVHN is a comprehensive program designed to help people get the care they need with a focus on conservative therapy, usually starting with physical therapy.

Trauma

As an Adult Level I Trauma Center and Pediatric Level II Trauma Center—and the leading provider of orthopedic trauma surgery—the emergency department and trauma center at LVH–Cedar Crest care for more than 5,000 seriously injured patients a year. LVHN also has rehabilitation services at several locations to provide seamless post-surgery physical therapy

Pediatrics

Lehigh Valley Reilly Children's Hospital offers comprehensive orthopedic care for children of all ages.



Podiatry

LVHN podiatry offers comprehensive diagnosis and treatment of all foot and ankle conditions in children and adults. LVHN podiatric medicine physicians treat a variety of conditions, from general ankle and foot medical care to the comprehensive treatment and reconstructive surgery of complex deformities.

Rheumatology

LVHN's Rheumatologists are specially trained in the detection, diagnosis and treatment of musculoskeletal/rheumatic diseases. These diseases affect the joints, muscles and bones.

Joint Replacement Surgery (TJR)

Lehigh Valley Orthopedic Institute surgeons perform more total joint replacements than anyone else in the area and use the latest techniques and technology that offer long-lasting results. Orthopedic Institute specialists help your joints heal with a variety of treatment options, from range-of-motion exercises to total joint replacement.

Sports Medicine

The LVHN Sports Medicine team includes fellowship-trained surgeons, primary care providers, nurses, athletic trainers, physical therapists and occupational therapists all focused on the best course of care for each patient. LVHN offers sports medicine services in several convenient locations throughout the Lehigh Valley. LVHN also provides athletic training services to nearly four dozen schools, teams and athletic events annually, most notably the Lehigh Valley Phantoms, a professional ice hockey team in the American Hockey League, and the region's only Division 1 schools, Lehigh University and Lafayette College.

Physical Medicine and Rehabilitation / Physiatry

Our physiatrists treat patients of all ages with injuries to the muscles, bones, tissues and the nervous system. Our physiatrists focus on inpatient and outpatient musculoskeletal and neuromuscular diagnosis and rehabilitation, using therapeutic and diagnostic injection techniques and electro-diagnostic studies.

KEY RESPONSIBILITIES

The successful candidate will have an outstanding track record of leading an orthopedic service line/business with a focus on operational excellence, patient experience and driving a positive, professional culture. S/he will need to be an exceptional leader in health care delivery services with the values and proven skills needed to provide effective leadership during a period of development and transformation. The Senior Vice President is responsible for the following:

1. Integrates orthopedic services across all markets to drive greater alignment across the system. Enhances coordination of care delivery among hospitals, ambulatory clinics, physicians and other key stakeholders. Facilitates a unified and coordinated approach for cancer services in conjunction with system leaders.



2. Identifies opportunities for growth of the Institute and coordinates recruitment of physicians to improve patient access, expand the spectrum of services and capture market share in a competitive health care market.
3. Sets strategy and establishes the operating infrastructure necessary to ensure clinical operations are effective, coordinated, service responsive and efficient.
4. Implements continuous clinical care delivery design across the continuum of care to find innovative ways to improve efficiency and service. Establishes a culture of quality resulting in top decile on all metrics.
5. Supports and builds upon the system's dedication to Diversity, Equity and Inclusion to drive the mission of delivering remarkable care.
6. In partnership with the Executive Vice President and Chief Operating Officer and Physician in Chief, sets the strategic vision that includes development of new clinical programs, expansion of services and clinical to new markets, and advancement of clinical research, teaching and education.
7. Develops and supports efforts to reduce variations in care, eliminate waste and align physicians to ensure access to the highest standard of care.
8. Collaborates with LVHN's foundation to support patients, services and research.
9. Oversees appropriate certification, accreditation and regulatory processes.
 - Planning and Budgeting
 - Develop and track progress of Orthopedic Institute business plan(s) updated annually in accordance with the budget process.
 - Review and input on annual budgets and resource allocation related to service line initiatives across LVHN.
 - Review key performance metrics of key clinical subspecialties (volumes, patient satisfaction, access, quality measures, profitability).
 - Progress on agreed upon annual goals and objectives.
 - Ensure Orthopedic Institute expenditures are not unfavorable to budget with leadership approvals.
 - Clinical Portfolio Growth
 - Work with leadership to implement specific strategies for building orthopedics related clinical volume, market share, referrals and image.
 - Assist individual departments and faculty in building clinical volume and referrals.
 - Assist in development of residency program.
 - Develop clinical faculty recruitment plan to meet volume and financial pro forma for the continued development and expansion of the service line.



- Marketing
 - Coordinate the development of annual marketing plan, in coordination with LVHN's marketing staff including internet strategies, consumer and physician marketing strategies, etc.
 - Serve as key administrative representative for the Marketing Department to implement marketing campaigns, community outreach and other events specifically designed to enhance reputation and build utilization of cancer center services.
 - Oversee development and implementation of physician conferences, mailings, meetings and programs designed to build and maintain relationships with external referring physicians, including coordination of CME and other regional and national educational events that promote the leadership position of Orthopedic Institute.
- Administrative Responsibilities
 - Develop guidelines and measurement systems to ensure agreed upon standards are implemented across orthopedic related specialties (i.e. patient service standards including access metrics and patient satisfaction; interdisciplinary communication standards; and referring physician communication standards).
 - Management oversight of Patient Service Coordinators (PSCs) and appropriate growth of program in accordance with qualitative and quantitative ROI analyses.
- Development
 - Work closely with Office of Philanthropy to identify and implement strategies for fundraising.
 - Provide knowledge, information and advice to development officers as requested.
 - As requested, work with donors to secure support and meet expectations of gifts.
 - Collaborate with Chief Philanthropy Officer to coordinate development related events related to the Orthopedic Institute.

YEAR ONE CRITICAL SUCCESS FACTORS

Develop a strategic plan, in close collaboration with dyad partner, to expand Lehigh Valley Orthopedic Institute, including the research mission and future scholarly activity within the Institute.

Assess, develop and implement an approach for the expansion of the Regional Referral Center, which includes maintaining and growing the Institute 's community referral base.

Facilitates the recruitment of the highest quality departmental members and promotes the mentoring, development and retention of productive members of the Institute.

Identify the opportunities to develop additional clinical programs within the Orthopedic Institute to support the overall mission of LVHN.

Build a clinical referral program of excellence and recruit appropriate physicians that will expand the multiple sub-specialties of Orthopedic Institute.

Create the foundation to apply and obtain for approval for an ACGME Orthopedic Residency.



PROFESSIONAL EXPERIENCE/QUALIFICATIONS

Overall, the successful candidate will be an energetic and motivated leader with a passion to make a difference, a commitment to advancing LVHN's Orthopedic Institute mission, and who has:

- Ten years of experience with demonstrated success with significant operational accountability in service line development.
- Demonstrated effectiveness in managing, directing departmental operations and personnel, evaluating, training and motivating performance. Ability to accomplish results through others.
- Demonstrated ability to delegate effectively and to establish clear guidelines for accountability. Ability to build consensus and provide strong leadership in a team environment, with the highest of professional and personal integrity.
- A proven track record in business development.
- Proven organizational skills and political savvy; results-oriented, hands-on administrative ability is required.
- Highly effective verbal and written communication skills that would enable the individual to successfully deal with medical staff, management, residents, executive staff, other management personnel at all levels, regulators, the media, and the community.
- High level of proficiency and demonstrated effectiveness in problem-solving, and implementing new programs related to increased departmental and organizational operating efficiency.
- Experience in aligning, scaling, expanding and sustaining innovative quality, safety and performance improvement initiatives that achieve superior clinical quality, favorable financial outcomes and high patient, physician and employee satisfaction.
- Strong financial management skills together with the business acumen and judgment to effectively utilize the resources and staff of the system.
- A reputation as a champion of change who is skilled at getting individuals and teams to work synergistically.
- Impeccable values, ethical standards, and moral compass.

EDUCATION

- Bachelor's degree in Business or Healthcare required.
- Master's degree in healthcare administration or MBA strongly preferred



ORGANIZATION REVIEW

A highly competitive compensation and benefits package will be provided to the selected candidate.

KORN FERRY CONTACTS

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ALLENTOWN, LEHIGH VALLEY PENNSYLVANIA

Set amid gentle hills and charming country sides, Lehigh Valley is home to Allentown, Bethlehem, and Easton, as well as dozens of small towns and parks, trails, and waterways. The area has pre-Colonial, early American, and industrial histories.

Downtown Allentown is Pennsylvania's third largest city, was a winner of the 2017 – 2018 Global Awards for Excellence, and was named an "Extraordinary Development", earning a spot among just 13 projects in the world to receive the most prestigious award available for land use, given by the Urban Land Institute. A \$600+ million investment in City Center is bringing business, retail, and new apartments to the area.

Downtown Allentown has defined districts. The Seventh Street business district is home to residential neighborhoods, over 25 restaurants and 26 retail stores, plus a variety of pop-up shops. The theater district is located at the west end, providing a black box and civic theater, and includes the Arts Walk to the Allentown Art Museum and Baum School of Art.

LVHN occupies two buildings in downtown Allentown, LVHN-One City Center and LVHN-Three City Center, with an expanding list of corporate neighbors including Merrill Lynch, BB&T, Air Products, and Bank of America. Other corporate, retail, and residential development underway includes Five City Center Innovation Tower and Two City Center.

New York City and Philadelphia are less than 90 minutes away.