

VOLUME 18 | ISSUE 2 | SUMMER 2022

RECENT EVENTS: 42nd Annual Conference – Moving Forward in 2022

Employers Working Together to Improve Healthcare Value (May 11, 2022)

LVBCH held its annual conference live and in person for the first time in three years, with more than 200 people in attendance. The 42nd Annual Conference's theme was Employers Working Together to Improve Healthcare Value. The event's mood was jovial as participants explored displays and reconnected with old friends and acquaintances, many of whom had not seen one another for three years.

"It was gratifying to see how much our Coalition members and guests enjoyed the opportunity to interact with their peers face-to-face and talk with representatives of the various vendors of the benefit services we offer," said Carl Seitz, President, LVBCH. "One of the greatest benefits of Coalition members is the opportunity to build relationships with business leaders throughout the region."

In 2020, LVBCH had expected to attract more than 300 people during its annual conference and recognition of its 40th year. However, due to a stay-at-home order imposed by Gov. Tom Wolf, it was forced to replace the in-person gathering with a series of digital presentations. Last year, Seitz decided to continue to hold its conference online following the peak of COVID-19 cases in early 2021.

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The conference featured the following speakers:

SUZANNE F. DELBANCO – Executive Director, Catalyst for Payment Reform



Suzanne F. Delbanco is the executive director of Catalyst for Payment Reform, an independent, non-profit corporation working to catalyze employers, public purchasers and others to implement strategies that produce higher-value health care and improve the functioning of the health care marketplace. Suzanne also serves on the advisory board of the Source on Healthcare Price and Competition at UC Hastings. Previously, Suzanne was the founding CEO of The Leapfrog Group. Suzanne holds a Ph.D. in Public Policy from the Goldman School of Public Policy and a M.P.H. from the School of Public Health at the University of California, Berkeley.

FORD KOLES – Vice President & National Spokesperson, Advisory Board



Ford Koles is one of Advisory Board's preeminent thought leaders in the area of health system economics and strategy, and is the keynote speaker at the annual meetings for Advisory Board's strategy membership. Ford is a health care economist by training and has participated in every major Advisory Board research initiative since 1992. He is well-versed in health care history and the many reform initiatives we have lived through in the past three decades: coverage expansion; vertical integration and physician partnership models; managed care and payer contracting; horizontal integration and system economies of scale; and quality-based payment. Prior to joining Advisory Board, he was a management consultant for the Hay Group and Ernst & Young. Ford received his BA from Kenyon College, and his MA in Economics from John Hopkins University.

BERT ALICEA, MA, CEAP – Licensed Psychologist & Executive Vice President, Health Advocate



Bert Alicea is a Licensed Psychologist with more than 30 years of experience in the EAP field. He specializes in assisting with difficult workplace situations and is a premier trainer in Employee Assistance. He conducts trainings locally and nationally on harassment awareness; violence prevention; drug free workplace; DOT compliance training; and supervisor EAP awareness training. He also specializes in executive coaching; conflict mediation; and management and supervisor consultations in assisting with difficult workplace situations. He obtained a Masters of Arts in Industrial Psychology from West Chester University and he also has his Bachelors of Science in Psychology from St. Joseph's University. He is a Licensed Psychologist, a Certified Employee Assistance Professional (CEAP), and a US DOT qualified Substance Abuse Professional. He is also a national member of the Employee Assistance Professionals Association. He actively participates in the Philadelphia Chapter of EAPA and in 2007 he was awarded the "EAP of the Year Award."

MARTY MAKARY, MD, MPH – New York Times Bestselling Author & Health Care Futurist



Dr. Marty Makary is a New York Times bestselling author and health care expert at Johns Hopkins University. He writes for The Wall Street Journal and served in leadership at the World Health Organization. He is the recipient of the 2020 Business Book of the Year Award for his most recent book, *The Price We Pay*, which has been described by Steve Forbes as "A must-read for every American". A public health researcher, he leads efforts to improve the health of populations and focuses on the "re-design of health care" to make the health care more reliable, more holistic, and more coordinated. He leads national efforts to cut the waste in the system and lower health care costs for everyday businesses and consumers. Clinically, he is the chief of Islet Transplant Surgery at Johns Hopkins and is the recipient of the Nobility in Science Award from the National Pancreas Foundation. He has been a visiting professor at over 25 medical schools, has published over 250 peer-reviewed scientific articles, and has been elected to the National Academy of Medicine. A graduate of Bucknell, Thomas Jefferson, and Harvard Universities, he completed his surgical residency at Georgetown University and his specialty training at Johns Hopkins Hospital.

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Employers for Healthcare Value Since 1980

News Notes

• www.LVBCH.com •

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The conference also featured the following panelists:

Meet the LVBCH Board Panel Discussion



Moderator:
Joe Huxta
Former Board Chair
Volvo/Mack Trucks



Jack Gross
Gross-McGinley



Rich King
Schlouch Incorporated



Jeannine O'Callaghan
C.F. Martin



Meloney Sallie-Dosunmu
City of Allentown

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