



LVBCH's 2nd Annual Associate Showcase



DESALES UNIVERSITY

MBA



Employers for Healthcare Value Since 1980

www.LVBCH.com

DeSales University MBA Program

*Preparing
Leaders and
Global-Ready
Graduates*



DESALÉS UNIVERSITY
MBA

Today's Agenda:

1. Characteristics of the Program

2. Admission Requirements

3. Curriculum

4. New & On-going Initiatives

5. Questions

Program Characteristics:



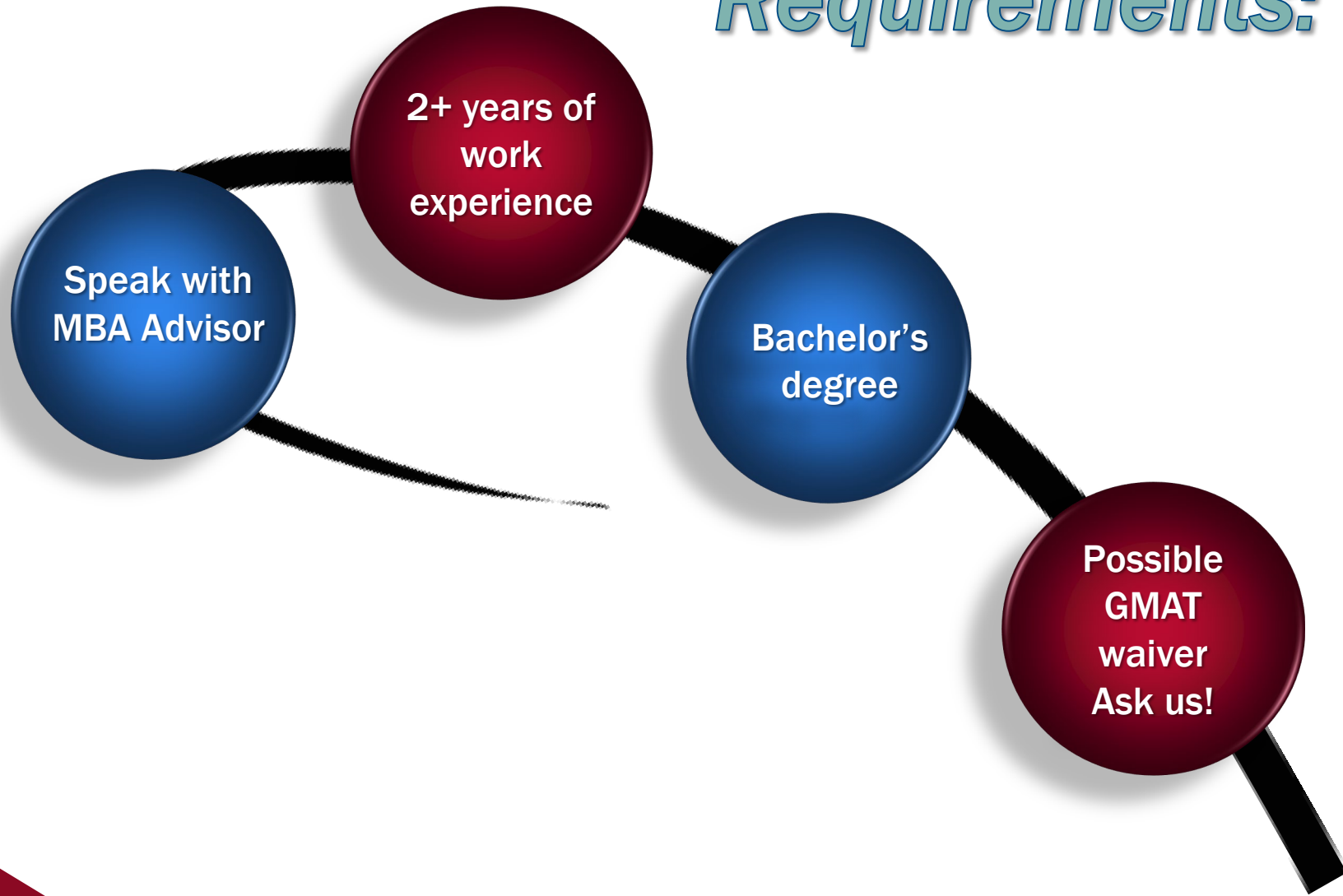
- On-campus and 100% online
- Personal attention
- Small class sizes
- Faculty with real-world experience
- Accelerated schedule
- Tuition Deferment option



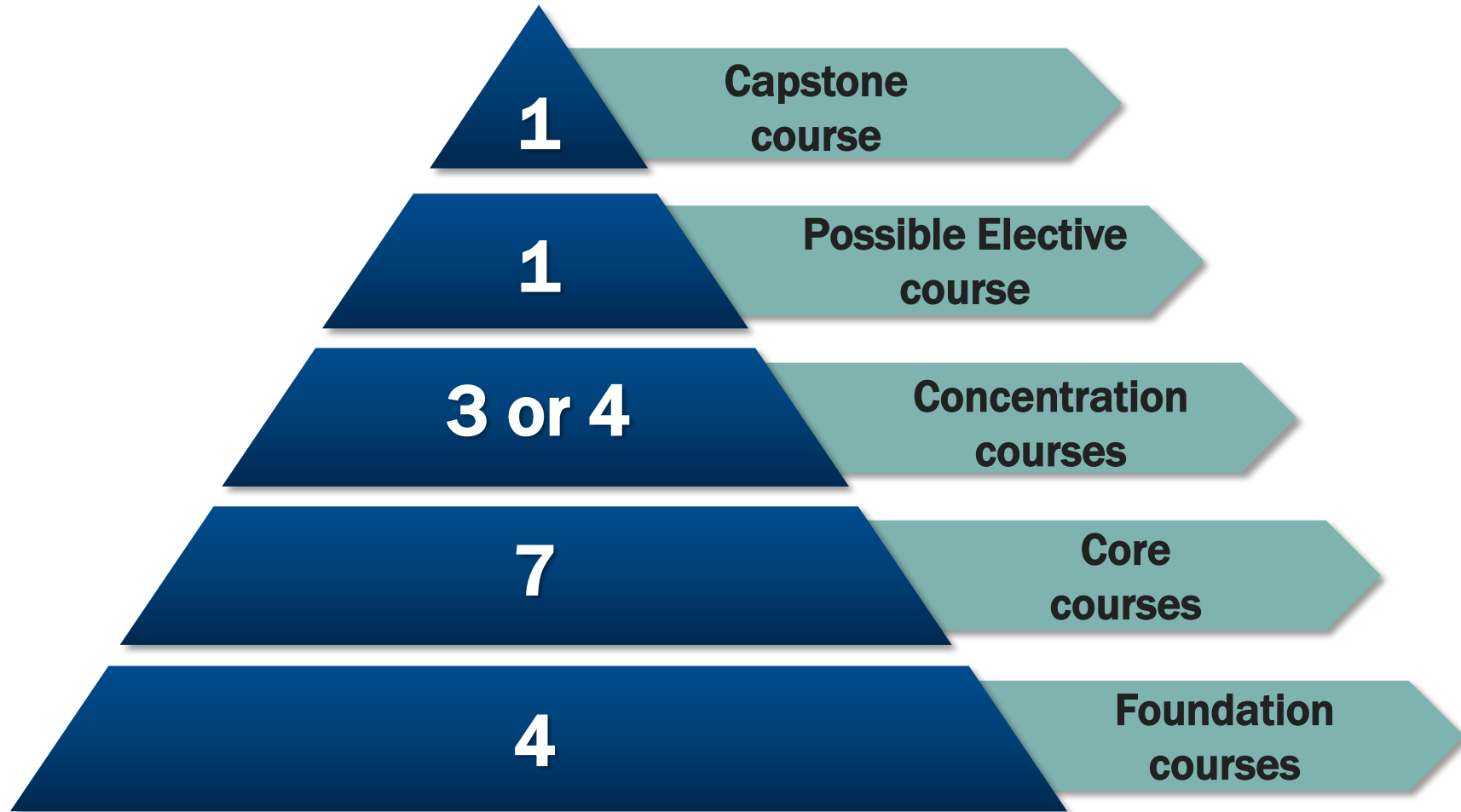
Additional Program Characteristics:

- **Five physical locations open to all students**
 - Center Valley, Bethlehem Area, Lansdale, Immaculata University, Lehigh Valley Hospital OR
- **ONLINE – any combination that works with your schedule**
- **Flex classes – come on campus, or attend remotely**
- **13 concentrations offered including a Self-Design option**
- **Our student body is over 600 strong...**
 - Middle to senior managers, lawyers, accountants, engineers, project managers, health care professionals and nurses, early career professionals, small business owners

Admission Requirements:



Curriculum:





Tuition:

- **\$840 per credit**
- **\$2,520 per 3-credit course**
 - **No extra or hidden fees (activities, technology, etc.)**
 - **Tuition deferment**





Currently Ranked...

- **In the Top 100 Online MBA programs in the United States by U.S. News & World Report (Jan. 2018)**
- **In the Top 50 Online MBA degrees for Human Resource Management, the Top 35 Online MBA degrees for Supply Chain Management and in the Top 50 Online MBA degrees for Health Care Systems Management by onlinembatoday.com (2017)**

Creating the Future!

- **Newest Concentrations**
 - Data Analytics
 - Financial Planning
 - Supply Chain Management
- **NOW – SIX SIGMA concentration**
- **Certificate Programs**
 - Data Analytics
 - Financial Planning
 - Project Management
 - Supply Chain Management



Our Faculty & Staff

- **12 Full-time business faculty**
- **85+ Adjunct faculty**
- **Faculty Professional Development sessions – twice a year**
- **Online training for all faculty**
- **6 Full-time and 2 part-time staff**



Accreditation & Professional Organizations

- **Accreditation**

- ACBSP (Accreditation Council for Business Schools & Programs)
- Middle States Accreditation

- **Professional Organizations**

- ISM – Institute of Supply Managers
- ATD – Association of Talent Development
- SHRM – Society for Human Resource Management
- ACHE – American College of Healthcare Executives



Strength in Numbers

(typical number of classes offered during each Fall, Winter, and Spring session)

ONLINE

FD501 Essentials of Economics
FD503 Accounting for Decision Makers
FD505 Foundations of Business
CR501 Managerial & Financial Accounting
CR503 Business & Society
CR504 Marketing Management
CR505 Organization Management
CR506 Financial Management
CR507 Executive Skills Development
CR510 CAPSTONE: Policy & Strategy
FN502 Financial Markets & Institutions
HC505 Principles & Strategies for Managed Healthcare
HR503 Human Resource Law
PM506 PM: Scope & Cost Management
MG510 Conflict Resolution
MK520 Social Media in Business
SU504 Forecasting, Production & Inventory Planning

CENTER VALLEY

FD502 Management & Marketing Principles
CR501 Managerial & Financial Accounting
CR504 Marketing Management
CR505 Organization Management
CR506 Financial Management
CR510 Capstone: Policy & Strategy
AC507 Government & Not-for-Profit Accounting
HC508 Management of Information & Communication
Technologies in Healthcare Systems
MG504 Managerial Decision Makers
MG520 Leadership & the Executive Mind
PM508 PM: Contract Management

BETHLEHEM

FD502 Management & Marketing Principles
FD506 Managerial Statistics
CR503 Business & Society
CR504 Marketing Management
CR507 Executive Skills Development
FN501 Investment & Portfolio Management
SU501 Foundations of Supply Chain Management

LANSDALE

FD502 Management & Marketing Principles
CR505 Organization Management
CR506 Financial Management
CR508 Business Computing
PM501 Project Management Essentials

LEHIGH VALLEY HOSPITAL

CR501 Financial & Managerial Accounting
HC507 Contemporary Issues in Healthcare Policy

IMMACULATA UNIVERISTY

CR504 Marketing Management

Application Process:

How to Apply...





Contact Information:

- **Center Valley Campus – Mary Ann Falk**
- 610-282-1100, ext. 1448 or maryann.falk@desales.edu
- **Bethlehem Area and Pocono Campuses – Jim Castagna**
- 610-814-4870 or james.castagna@desales.edu
- **Lansdale and Immaculata Campuses – Joe Zukauskas**
- 215-361-3465 or joseph.zukauskas@desales.edu

Questions?



DESALLES UNIVERSITY

MBA



Market Trends



Businessolver at a Glance

PURPOSE

We create technology that reinvents benefits — transforming annual enrollment from a once-a-year event into a year-round, personalized journey.



Winner of the Malcolm Baldrige National Quality award
Bronze Level: 2018
Silver Level: 2019



Industry-leading
SECURITY & COMPLIANCE



99.99%
up-time availability

PROMISE

Delivering delight means making it right together.

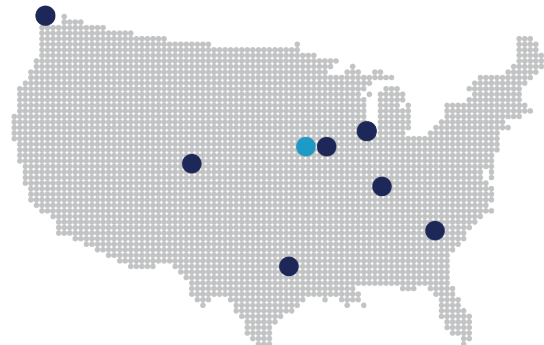


We take care of
11,750,000+
members everyday



INDEPENDENT
long-term focus

OFFICES: Des Moines, Denver, Chicago, Iowa City, Charlotte, Seattle, Louisville and Dallas



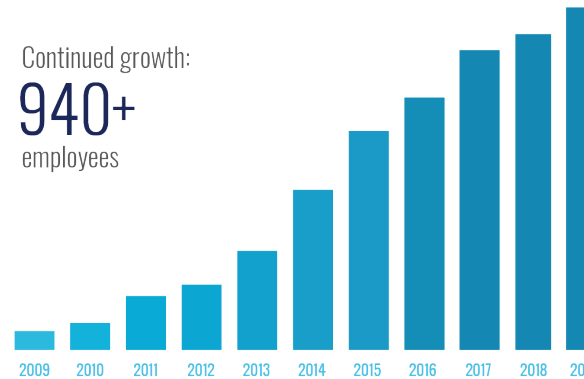
MISSION

Grow our business.
Delight our clients.

VISION

Be the trusted advisor in the benefits industry.

Continued growth:
940+
employees



\$300,000+ in donations through the Businessolver Foundation

Billing processed in Benefitsolver:

\$26 BILLION



Long-term client retention rate of
~95%



PERFORM

We perform at the top of our game.



ENGAGE

We engage with heart and solver soul.



INNOVATE

We innovate to benefit you.



GIVE BACK

We give back in attitude and actions.

▶ Trend #1: Digital Consumers

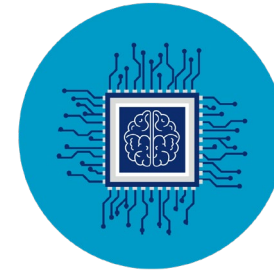
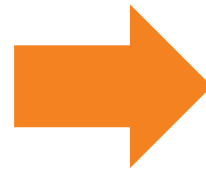
▶ AI Is Here. Are You Ready?

2.3 Million = Jobs AI will create by 2020¹

1.8 Million = Jobs AI will eliminate¹

14 = Hours/week an HR Pro could save through automation²

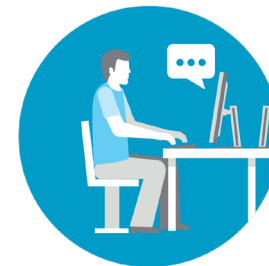
44 = Percent of Executives who believe AI's most important benefit is automated communications to drive decisions³



Automation Driven Efficiency



Better Communications



Optimized Workplace Engagement

▶ The Expectation is Changing

Your workforce is demanding information more quickly and accurately.

When asking about a product or service, **66% of consumers** expect a response to their query on the same day, and over **40% expect a reply within the hour**¹

More than 25% of millennials expect a response within 10 minutes of reaching out to a consumer brand²

Positive impressions of chatbot interactions have **increased by 38%**³

85% of customer interactions will be managed without a human by 2020⁴



▶ We Spend A Lot Of Time On Our Phones



95 percent of Americans own a mobile phone and **77 percent** own a smartphone (up from 35 percent in 2011).



We have our phones with us **16 hours a day**, and generally check our phones more than **150 times**.



Roughly **3 in 5 consumers** check their email on the go, **75% of Americans** say they use their smartphones most often to check their email.



In fact, **28 percent** of 18 to 29 year-olds do not even have internet service at home, relying solely on their cellular service.

Data provided by Pew Research

▶ Trend #2: Hyper-Personalized Communication

The Undeniable Facts

Unemployment is lower than ever!



Unemployment rate
is at

3.7



2 out of every 3

Millennials are
considering leaving
their job by 2020



10,000

Baby Boomers retire
everyday





Employees Are Demanding More

60%

of people report that benefits and perks are a major factor in considering whether to accept a job offer

80%

of employees would choose additional benefits over a pay raise

78%

of workers would remain with their employer because of the benefits it offers

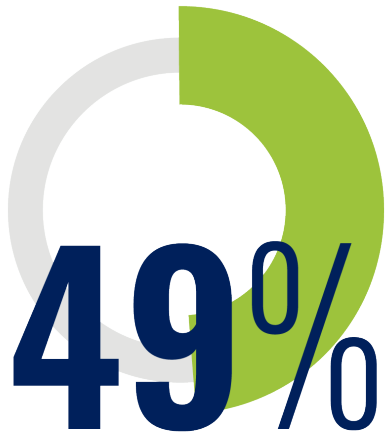
81%

of employees who can easily access their benefits said they feel loyal to their employer

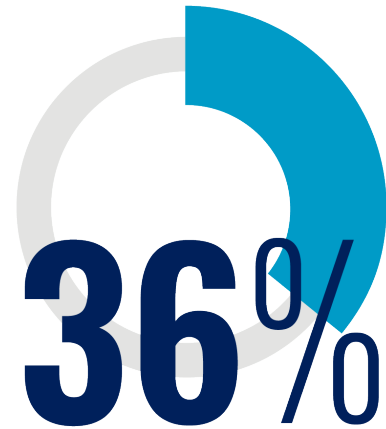


▶ Employees Aren't Benefits Experts

What we know.



of employees say health insurance decisions are always stressful



of employees say that they pay attention to all of the benefits information they receive



trust company communications regarding benefits



of employees say they are not very or not at all knowledgeable about HDHPs

▶ One Size Does NOT Fit ALL

Five generations in the workforce brings new meaning to benefits communication

Do we expect each of these people to have the same benefit needs?

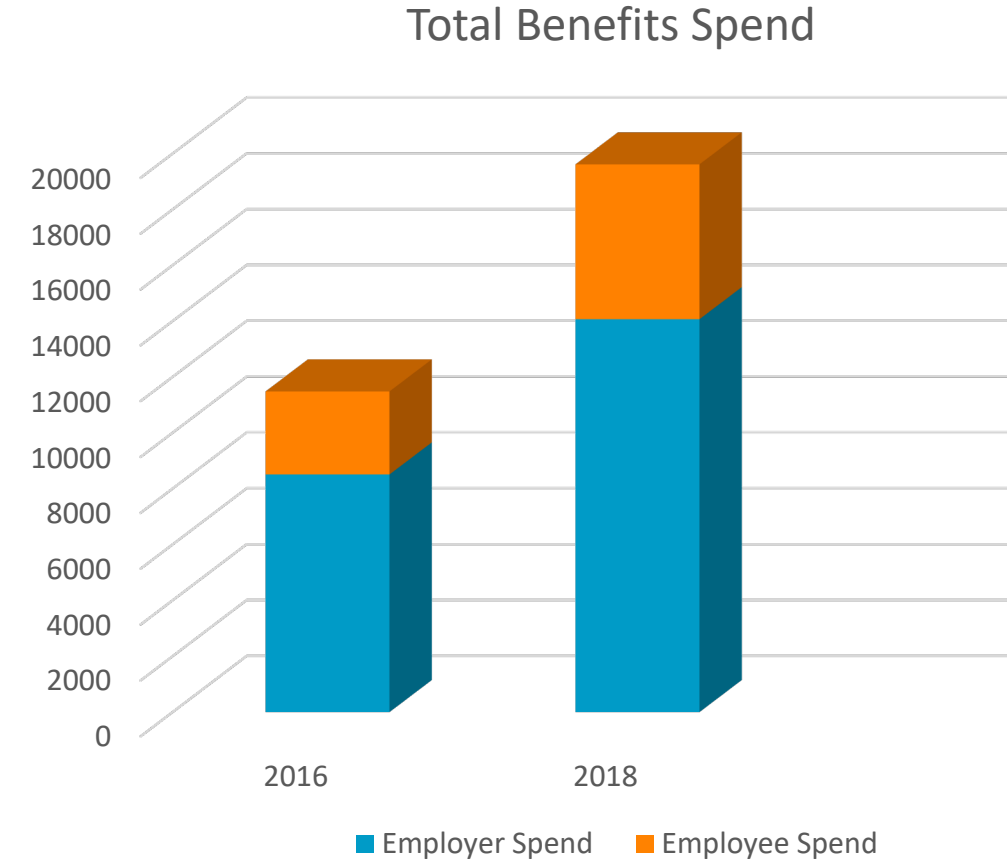
Are you communicating the same message to all of them?



▶ Why Does It Matter?

Benefits are a big slice of your cost pie

- ▶ Just under **1/3** of the per-employee cost is benefits.
- ▶ **69.9** percent is salary and wages
- ▶ **30.4** percent is benefits
- ▶ And the benefit spend is going **UP**.



▶ Taking A Next-gen Approach

Support the benefits journey, from choice to use.



Leverage the traditional communications components in a new way



Change the delivery, change the dialog.



Honor communications best practices and marketing techniques



Create end-to-end engagement, all year-round

▶ Trend #3 Financial Turmoil

▶ The Current Financial Situation



Employees are Financially-Stressed!

- ▶ 20% of Americans don't save any of their annual income¹
- ▶ Only 16 percent save more than 15 percent of what they make, which is what experts generally recommend.¹
- ▶ 48% of US employees worry about their current financial state and 59% worry about their future financial state.²



And it's affecting their Productivity!

- ▶ 77% report that their financial stress has increased over the last year and, 46% indicate they spend over 3 hours a week at work on their personal finances.³
- ▶ **That's a loss of 156 hours of productivity a year.**

1 Bankrate 2 Global Benefits Attitudes 3 PwC

▶ What Will An Emergency Cost?

They have good reason to feel stressed!



Job loss or furlough = \$28,824



Medical Emergency - \$1,322



Car Accident = \$775



Death of Loved One = \$10,833



Fire = \$12,635



Yet, the Federal Reserve Board found **44% of adults had to sell something or borrow money** to pay for an emergency costing

\$400

Averages based on MarketWatch study.

▶ Financial Woes Span Generations



- ▶ 44% of Benefitsolver users said they would “get soaked”
- ▶ 50% said they would “panic” if faced with a large out-of-pocket medical cost.
- ▶ Yet, only 26% of our users are regularly saving!



Millennials:

Student Loans and Initial Investments (cars/house)



Gen X:

Raising families and Elder Care

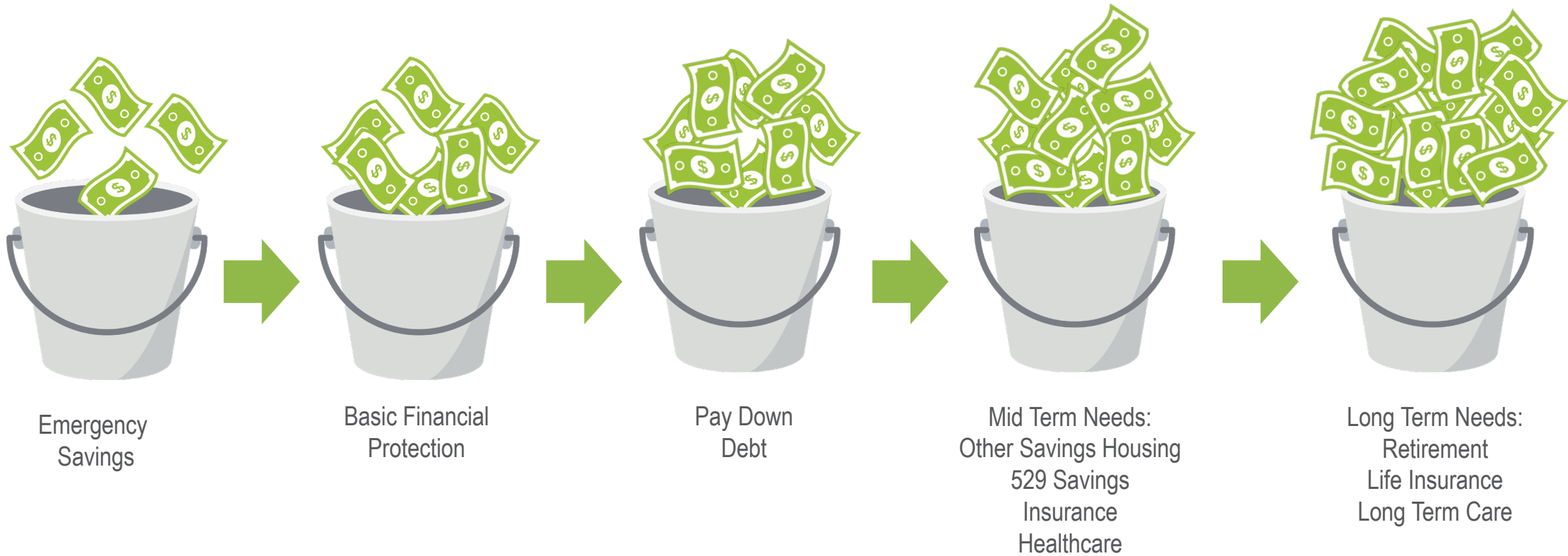


Boomers:

Retirement & Student Loans

► It's About Today AND Tomorrow.

Having enough savings to weather a financial emergency or unexpected expense is the foundational first step in an employee's financial journey.





DES MOINES | DENVER | CHARLOTTE | CHICAGO
SEATTLE | IOWA CITY | DALLAS | LOUISVILLE

businessolver.com

Geisinger Marworth Treatment Center

Caring


Geisinger MARWORTH




Geisinger Marworth History and Overview

1931–1981-The site of Marworth was the family estate for three generations of the Scranton family. The estate name derived from the names of Margery and Worthington Scranton, the parents of former Pennsylvania Governor William Scranton.

1982- After a generous gift purchase between Geisinger and the Scranton family, Geisinger Marworth officially opened.

 Accredited by the Joint Commission and Licensed by the PA Department of Health

 91 Bed facility (21 Detox and 70 rehab)



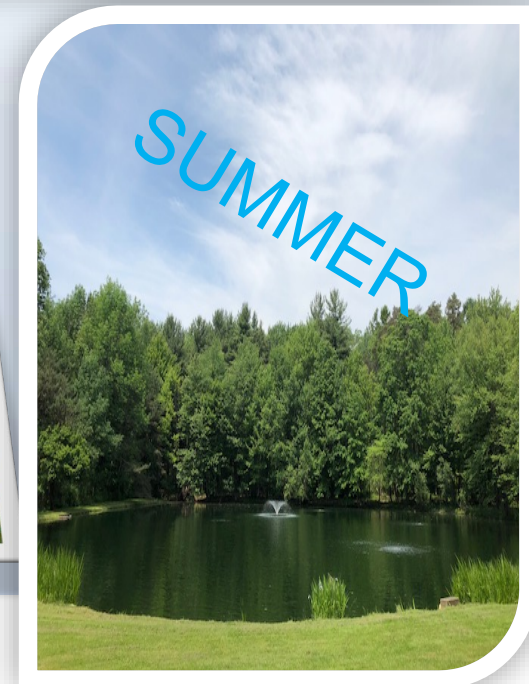


SPRING



Winter

FALL



SUMMER

Geisinger





Geisinger Marworth Team

- Dr. Robert Freidman, medical director, board-certified in addiction medicine.
- An admissions director who is a masters-level social worker with extensive experience in addiction treatment
- Psychiatric consultations conducted by Margaret Jarvis, MD, board-certified in psychiatry, addiction psychiatry, and addiction medicine
- Social workers experienced in the alcohol/chemical dependency field
- Counselors certified in addiction treatment
- Primary counselors trained specifically in treating healthcare professionals and uniformed professionals
- Nurses certified in addiction nursing
- Certified recreation therapy specialists

Uniformed Professionals and Healthcare Professionals Program

- ❖ In addition to recovery support groups, we blend the following components:
 - ❑ Intensive group therapy with other uniformed professionals
 - ❑ Re-entry planning for the transition back to work, family and community
 - ❑ Network of recovering professionals who serve as contacts and assist our professional staff as recovery support program members
 - ❑ Stress management training
 - ❑ Trauma groups
 - ❑ Grief counseling
 - ❑ Co-Occurring diagnosis, education and treatment
 - ❑ Relapse prevention groups designed for uniformed professionals

Focus of the Professionals Program

- High stress work environment
- Access to pharmaceuticals
- Exposure to trauma
- Focus on taking care of others, but not yourself
- High profile status in profession and community
- Licensing concerns
- Back to work implications
- Confidentiality concerns
- Exposure to trauma; post-traumatic stress disorder (PTSD)

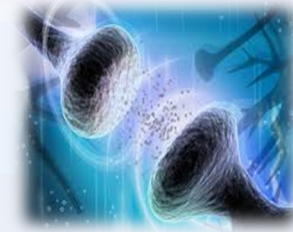
Family Program

- ❖ Each patient and their family will have the opportunity to participate in therapy sessions and Day Program.
 - Disease of addiction
 - Family symptoms of addiction
 - Roles in the family system
 - Healthy communication
 - Healthy boundaries
 - Challenges facing family members
 - Family self-care skills
 - Relapse prevention for the family member
 - Intro to Al-Anon
 - Recovery for the family system

Geisinger Marworth

Medication Assisted Therapy

- Naltrexone (oral)
- VIVITROL (Naltrexone Injectable extended release).
- Buprenorphine maintenance with detoxification.
- PICC line patients.



Outpatient Services

- ❖ The Partial Hospitalization Program (PHP) is a level of care designed for individuals 18 years and older who require a more intensive treatment structure.
- ❖ There is a daytime and evening PHP to accommodate the schedule of the individual. The PHP occurs four times per week and lasts for approximately four weeks.
- Some of the services include:
 - Psychoeducational therapy on addiction and relapse prevention
 - Weekly individual counseling
 - Daily group counseling
 - Multi-family counseling group

Outpatient Services

- ❖ The Outpatient Program is a level of care designed for individuals 18 years and older who require ongoing support for their recovery.
- Some of the services include:
 - Individual counseling (scheduled according to the patient's needs and schedule)
 - Weekly group counseling (addresses early recovery issues, including relapse prevention)
 - Weekly healthcare professional group counseling
 - Family counseling.

Outpatient Services

In addition, the Geisinger Marworth Outpatient Department provides:

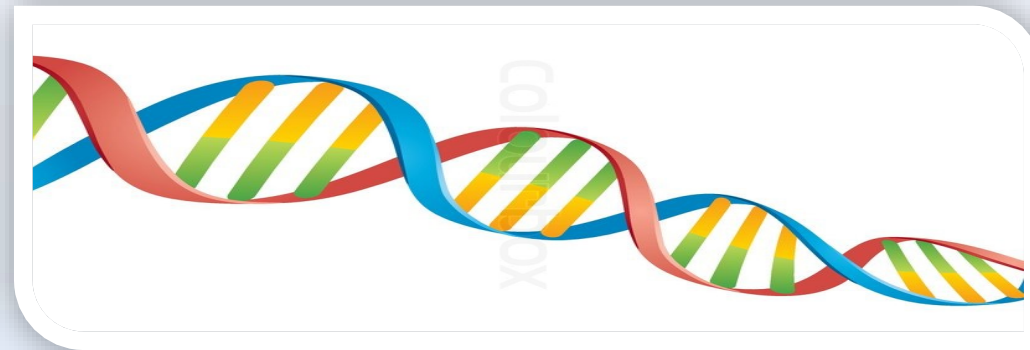
- ❖ Evaluation services
- ❖ Weekly Family Education Program (Tuesday evenings)

MAP Health management program begins at Geisinger Marworth

- MAP Health Management. is a yearlong peer to peer recovery service that tracks a patient's progress by engaging them with a peer counselor while providing solid outcomes.
- MAP delivers the gold standard in tech-enabled, certified Peer Recovery Support Services that expand the continuum of care, improve engagement
- MAP's mission is to help individuals reach and sustain long-term recovery from Substance Use Disorder so that better clinical outcomes can be realized.

Geisinger Marworth partners with Neuroscience Institute in Genomic study

- **A Project to Develop a Clinical & Genetic Risk profile for Opioid Use Disorder (OUD)**



- Focus of Study

- Development of Addiction Risk Profile for Opiate Use Disorder. (OUD)
- Heritability of opioid use disorder
- Personalizing Pain Management and opioid therapy.

Geisinger



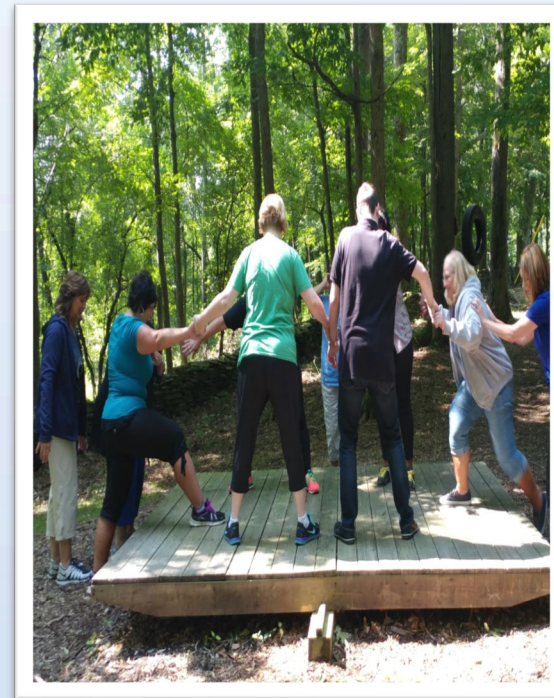
Recreation Therapy Team





Low elements ropes course activities focus on:

- Problem solving
- Trust Building
- Communication
- Group cohesion



Fitness Center



Geisinger

The Wall of Addiction

Each Patient is asked to identify a personal wall they are trying to overcome. Common walls are denial, fear, anxiety, anger etc. After the activity we transfer the learning and relate getting over the Wall to personal walls.



Music Therapy Interventions

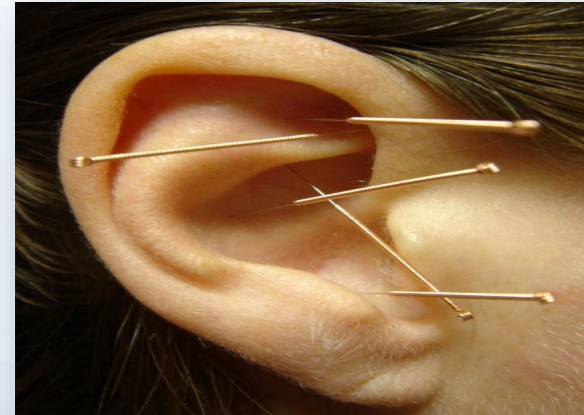


- Drum Circles
- Relaxation/Guided Imagery
- Song Writing
- Movement to Music
- Band Group
- Team Cohesion Musical Games

ACUPUNCTURE

The most common benefits associated with acupuncture in addiction treatment include:

- ◆ Decreased cravings
- ◆ Decreased depression
- ◆ Decreased anxiety
- ◆ Decreased anger/irritability
- ◆ Decreased headaches
- ◆ Increased concentration
- ◆ Increased sleep quality





FY 2018 Residential Patient Satisfaction Questionnaire Highlights



Geisinger Marworth inpatients continually report high levels of satisfaction with their treatment experience:

** 97% satisfied overall

** 99.4% would recommend to family/friend

- ❖ Exceptionally high rankings in privacy and feeling safe.

Based on analysis of Residential Treatment Questionnaires conducted by Geisinger Marworth from 7/1/18 to 1/31/19

Questions?



BREAK



Employers for Healthcare Value Since 1980

www.LVBCH.com



PINNACLECARE

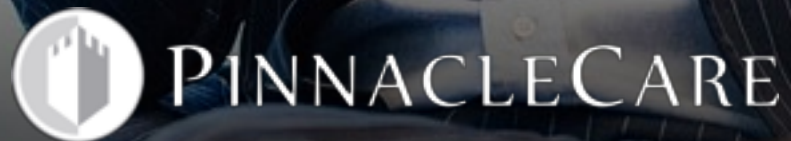


Employers for Healthcare Value Since 1980

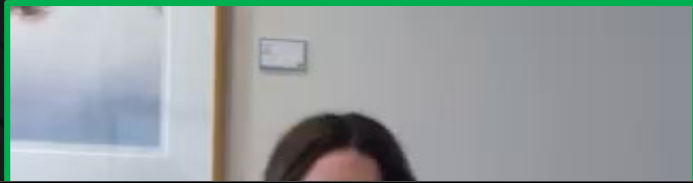
www.LVBCH.com

A professional man with grey hair and a beard, wearing a blue pinstriped suit jacket over a light blue button-down shirt, is seated at a desk. He is looking thoughtfully to the right, holding a pair of glasses in his right hand. A laptop is open on the desk in front of him. The background consists of vertical blinds, suggesting an office environment. The overall tone is professional and focused.

Connection Health Advisory Services



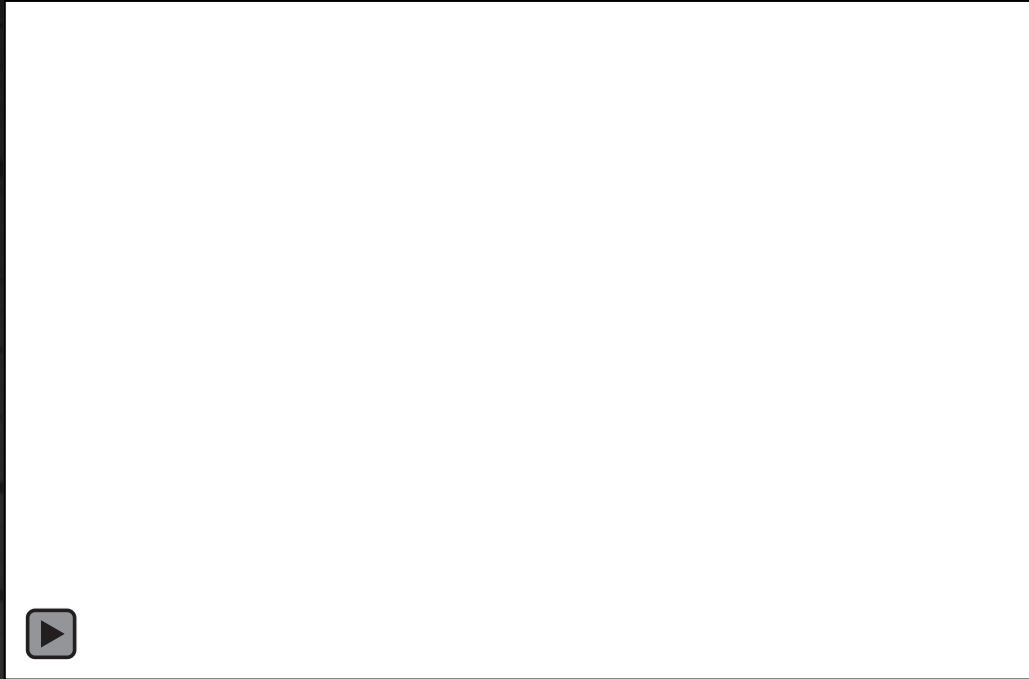
PinnacleCare Testimonial from Michele Proscia, Pfizer's Director of Benefits North America

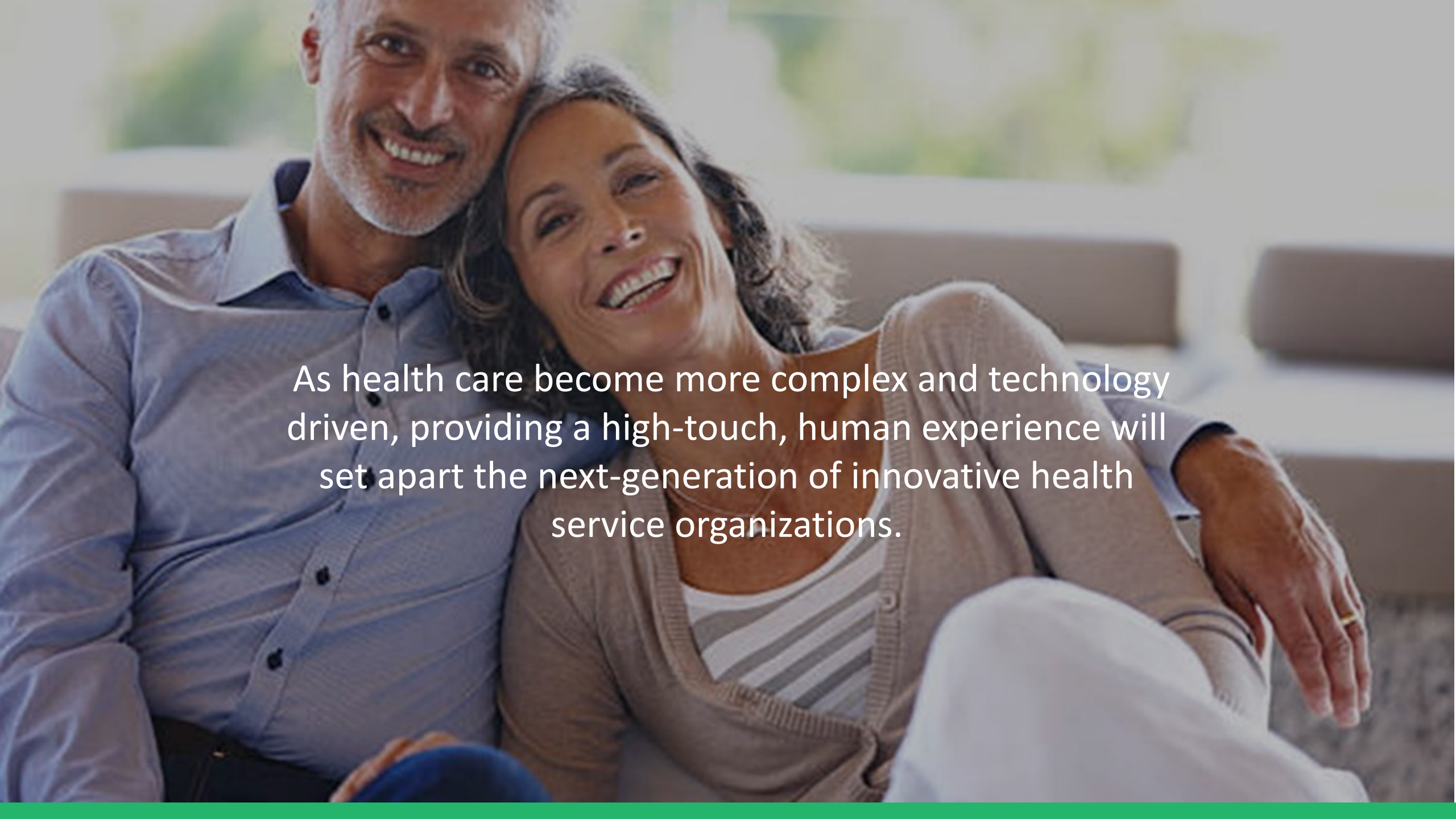


Michele Proscia

Director, US Health and Insurance Benefits
and Policies

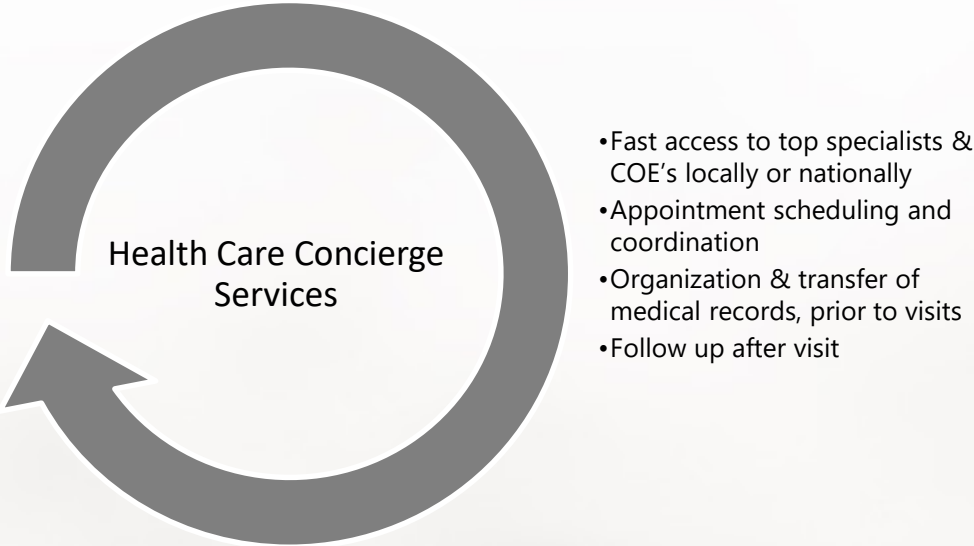
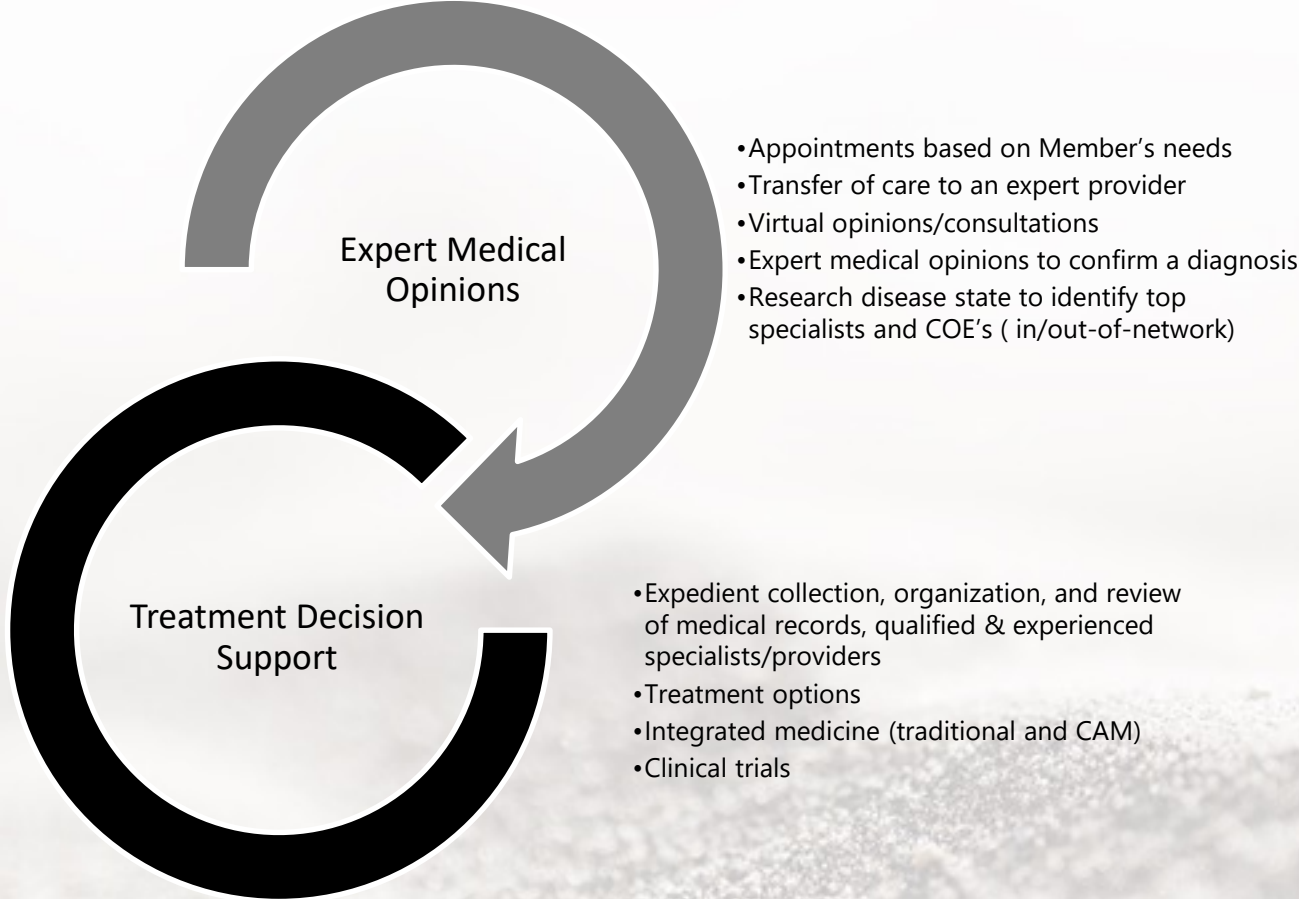
Michele.Proscia@Pfizer.com



A photograph of a middle-aged couple sitting closely together on a light-colored sofa. The man, on the left, has grey hair and a beard, wearing a light blue button-down shirt. The woman, on the right, has dark hair and is wearing a beige cardigan over a striped top. Both are smiling warmly at the camera. The background is softly blurred, showing an outdoor setting with greenery.

As health care become more complex and technology driven, providing a high-touch, human experience will set apart the next-generation of innovative health service organizations.

Solution: PinnacleCare Health Advisory



Focus on improving outcomes, saving time, money and reducing waste

Company History

Members in over 70 countries/global footprint



Employer groups,
Supplemental
Insurance carriers,
Medicare
Supplement, EAP
providers



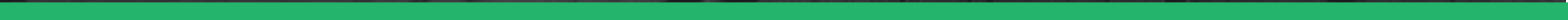
PinnacleCare was Founded

Private Pay exclusive memberships

First episodic advisory partnership (YPO/WPO)

Group product launch

Thousands of exclusive members





Member Experience

Providing High-Touch Support with Tangible Value

Patient Needs

- Hand holding
- Trust
- Expert Connection
- Speed
- Custom Solution
- Up-to-date Info
- Coordination
- Facilitation
- Outcome



With PinnacleCare

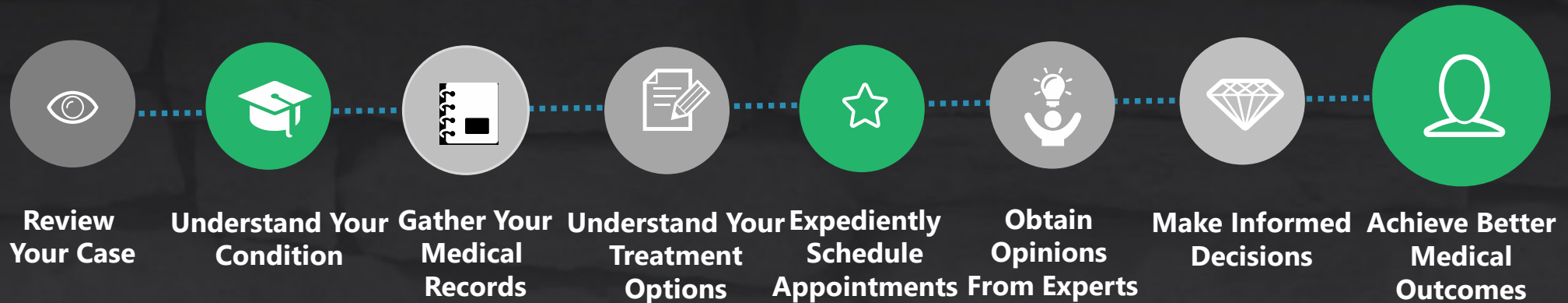
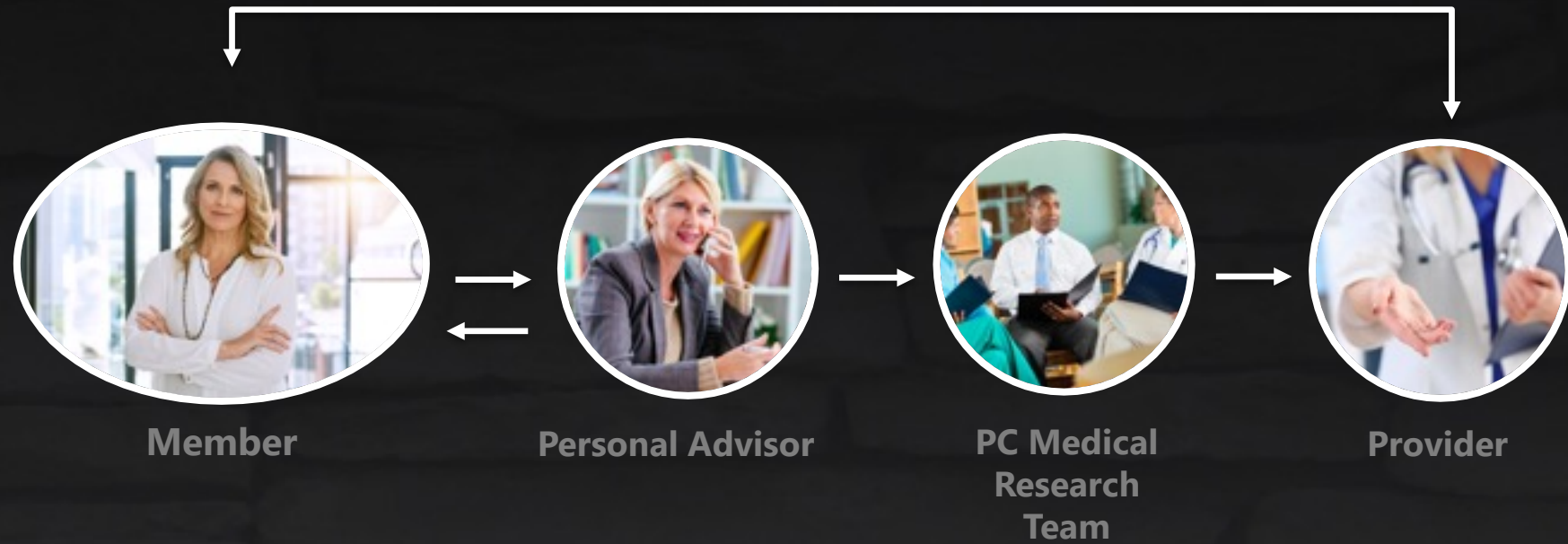
- Devoted Health Champion
- Current/Vetted Research
- Deep COE Relationships
- Outcome Driven
- In Depth Needs Assessment
- Advisors for In-Person
- Appointment setting
- In Depth Knowledge of System
- 24/7 Support, not outsourced



Status Quo

- Transaction Driven
- Bureaucracy
- Self Directed
- 2-3 Week Response
- Short Appt. Times
- Long Wait Times
- Limited to Provider
- Lack Coordination
- Lack Follow Up

Expanding Solutions to Deliver a Better Experience



Physician Selection Methodology



Medical Research

- Publications & Outcomes
- Clinical Trials & Technology
- Thought Leadership



Physician Qualifications

- Education & Fellowship Training
- Medical Licensing & Background Check
- Board Certifications



Patient Preference

- Geographic Location
- Insurance Coverage
- Treatment Approach

The result: our unparalleled access to the best doctors and institutions

30+

M.D./Ph.D.
Researchers

70+

Renowned Specialists
on Medical Board

130+

Medical Centers
of Excellence

30,000+

Vetted
Specialists



"Hey this isn't a medical school diploma. It says you have six books overdue at the library!"

So Why Is
This
Important

Addressing Cost Challenges

A group of five business professionals (three men and two women) are seated around a light-colored wooden conference table in a modern office. They are dressed in business attire and appear to be in a meeting, looking at documents and laptops. The office has large windows with blinds, providing a view of a cityscape. A large, square, white light fixture hangs from the ceiling, and a blue circular light fixture is visible on the ceiling. The room is bright and airy, with a blue and white patterned carpet.

Magnified by Inefficiencies in the System

30% of total health care premium in the US (\$2.7T) is wasted on delayed access to care, inaccurate diagnoses and unnecessary services.*

Families



- Poor health outcomes
- Unexpected, uncovered costs
- Loss of income

**Consequences:
~\$750 B**

Employers



- Escalating benefits costs
- Productivity loss
- Business critical trade offs

For serious illnesses, health care waste-costs employers and families up to \$300B annually.

Effective integration drives engagement

PinnacleCare works within the health care ecosystem for coordinated vendor integration.



A male doctor with grey hair, wearing a white lab coat over a light blue shirt and a stethoscope, is leaning over a desk. He is pointing with his right hand at a tablet computer held by a woman with blonde hair, who is wearing a blue button-down shirt. The woman is looking at the tablet with a thoughtful expression, her hand resting on her chin. The background shows a window with white horizontal blinds. The overall scene is brightly lit and professional.

Delivering Significant Outcomes

With Better Outcomes & Treatment Adherence

- ✓ **77%** Of engagements result in a change in diagnosis, treatment, surgery and/or treating physician
- ✓ **76%** Of members are scheduled an appointment with physician of their choice, on the day requested
- ✓ **28%** Of Expert Opinions result in a misdiagnosis – a different diagnosis than the original diagnosis
- ✓ **90%+** Of members follow through on recommended expert opinions and treatment plans
- ✓ **99.3%** Member satisfaction
- ✓ **56%** Change in providers or COE
- ✓ **Net Promoter Score 89**



Value Assessment Tool

Measuring costs that directly impacts patient care.

<input type="text"/>	Number of Employees	Monthly Charge Per Employee	\$2.60
<input type="text" value="\$0.00"/>	Annual Medical Claims Cost (Estimated) <input checked="" type="checkbox"/> Estimate it <input type="checkbox"/> Enter actual	Total Annual Charge	\$0
<input type="text" value="\$40.00"/>	Average Employee Hourly Pay Including taxes and benefits	Total Annual Savings	\$0
<input type="text" value="50%"/>	Engagement Rate	Direct Costs ROI	0x
Direct Cost Savings	\$0	Indirect Costs ROI	0x
Show details		Total ROI	0x
Indirect Cost Savings	\$0		
Show details			
Total Potential Savings	\$0		

<https://partner.pinnaclecare.com/partnerportal/calculator-roi/>

Case Study #1

Cancer Misdiagnosis

- **Situation:** The husband of a 54 year old woman contacted PinnacleCare when his wife was diagnosed with breast cancer. The recommendation was for a bilateral mastectomy followed by chemotherapy.
- **Action:** PinnacleCare set-up a second opinion appointment with a top breast cancer specialist who had his pathology team carefully re-read the suspicious slides. This yielded a diagnosis of atypical ductal hyperplasia, an abnormal cell growth that is not cancerous.
- **Resolution:** The bilateral mastectomy was cancelled. Outpatient lumpectomy removed all suspicious tissue. Not only did she avoid unnecessary surgery and chemotherapy, but she also avoided the cost and anxiety of cancer surveillance for a lifetime.



A photograph of a woman and a young girl embracing outdoors. The woman has blonde hair and is smiling with her eyes closed. The girl has brown hair, wears pink glasses, and is kissing the woman on the cheek. The background is a soft-focus sunset over a landscape. The text "Driving Engagement" is overlaid in white on the lower part of the image.

Driving Engagement

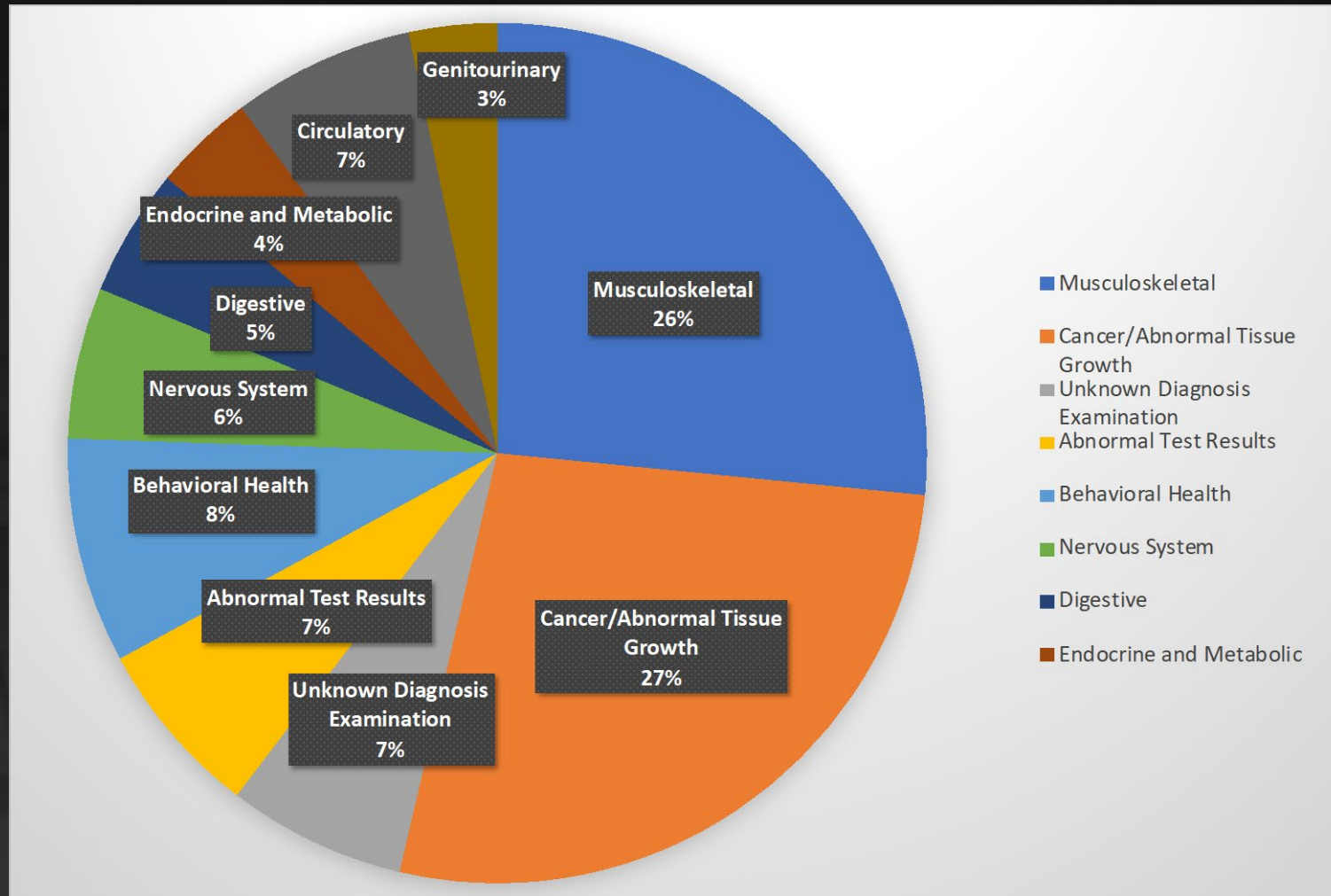
Collaborating on Communication to Drive Engagement



Objectives:

- Drive utilization and engagement on an ongoing basis
- Target specific serious & complex conditions – such as Musculoskeletal, Cancer
- Leverage multiple platforms of communication from traditional to digital, to full scale marketing campaigns
- Understand the target audience demographics for each client
- Develop a custom engagement strategy to achieve utilization goals

Advisory Support for Members Needing Specialized Care



Statistics are reflective of 2018 claims data. Other categories with trace responses include conditions such as blood and immune system, eye and adnexa, infections, respiratory, as well as skin and tissue.

Engagement that Powers Utilization

Potential Tactics

- Condition specific communications – can be data-based
- Custom whiteboard videos to explain service model and process
- Oversized custom postcard with punch-out magnetized ID cards
- Targeted digital communications, Eblasts, texting campaigns
- PinnacleCare banner placements on member benefit's page and throughout website
- Showcasing advisor profiles and why they are passionate
- PC podcasts on pressing health care issues
- Supporting landing pages to understand program and drive inquiry
- Special on-site events, custom marketing interactions

Outcomes Reporting Summary

Engagement

Covered employees

Total cases

Case type

Geographic location

Member type

Cases by month

Utilization by age category

Annualized utilization

MDC & ICD10

Referrals

Outcomes

Access

Change in provider

Access to a COE

Virtual Consultation

Treatment

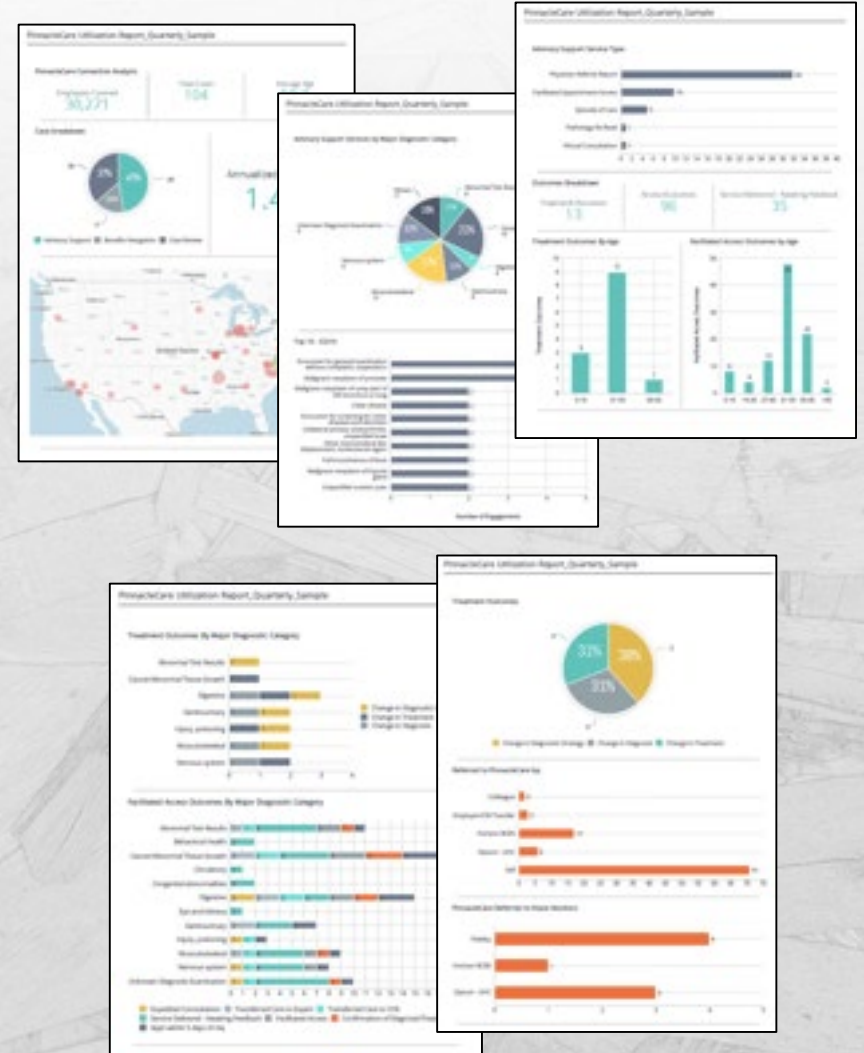
Change in Diagnosis

Change in treatment

path

Avoidance of Surgery

Member satisfaction



Connection Between Engagement and Outcomes Drives Program Success

Top Employers

- Caring about your workforce, valuing a happier, healthier employee community

Employee Experience Focus

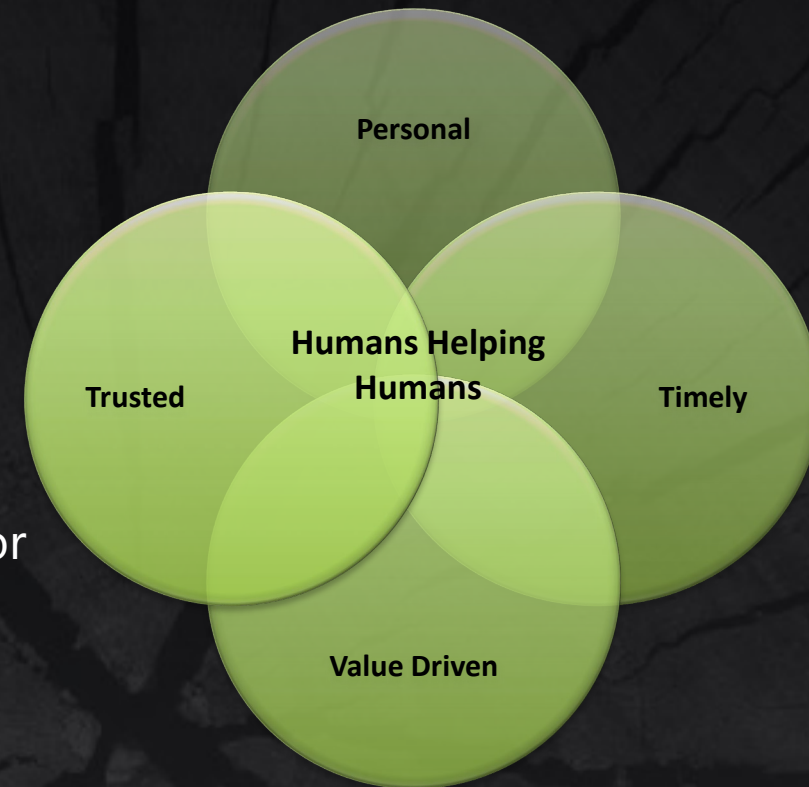
- Focused on complex and critical diagnoses
- Managing savings on highest cost claims, reducing waste
- Integrating seamlessly within benefit vendor framework
- Delivering best possible medical outcomes
- Personal, customized care with a 1:1 compassionate advisor

Business Performance Alignment

- Attracting and retaining top talent, improved performance

Values Driven

- Understanding the soul of the organization wins over the hearts of its clients



viddler®



Employers for Healthcare Value Since 1980

www.LVBCH.com

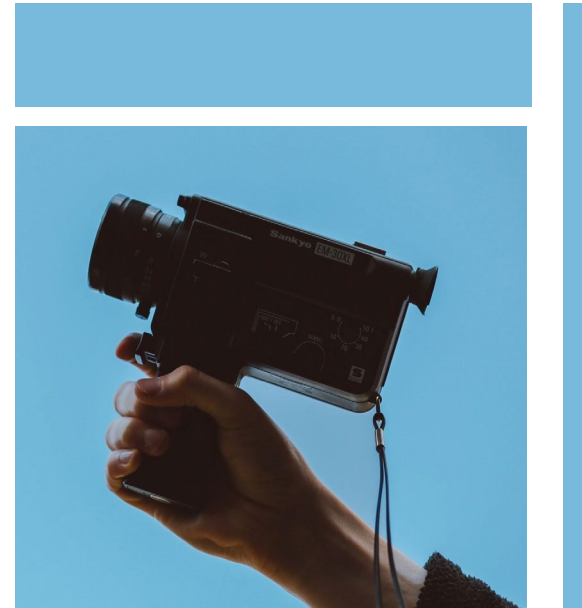
viddler

LVBCH Associate Showcase



what we do

We offer video-based education, training and marketing solutions to healthcare organizations and major companies across the the nation.



our solutions

inform a secure knowledge base

internal communications and announcements * knowledge transfer libraries

interact interactive video training

continuing education * onboarding * training

engage engagement-marketing

employee-referral marketing and social media marketing * M&A culture-building
* employee engagement

client examples



infor
m



interact



engage

inform

We provide the [largest video based education portal on the internet](#): McGraw Hill Connect.

- Over 700,000 videos
- Customizable content and viewer access
- Intelligent analytics



interact

We host and support Amazon's digital products videos globally.

Amazon also commissioned us to build a screen-recorder application.

- Customer support reps will record themselves and their screens, edit video, insert in-player questions and CTAs, etc. to better support inquiries
- The application streamlines training video production and distribution for a planned deployment of up to 40,00 employees - all with our patented interactive player.



engage

An **employee-referral marketing** program that employees **love**.

At St. Luke's, we achieved 50% engagement in first 3 months.

- rose to > **75% voluntary participation in 18 months**
- ~tripled the number of Twitter followers
- **staff sharing builds community and inspires network pride**

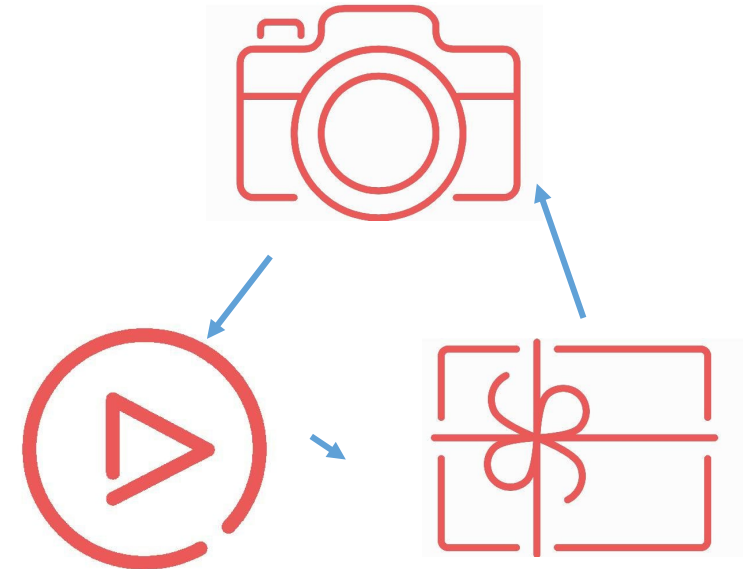


engage

"I learned more about my fellow coworkers through **Engage** than the previous 10 years of working here." - Doris K, RN at SLUHN

3 Legs of the Stool:

- Fun and engaging **video content**
- **Interactive** player
- Cool **rewards**



process for every program

1. **Integrations and Implementations** - assures **existing systems** connections ---- incl. LMS's, Intranets, User Management and Reward Systems
2. **Dedicated Account Manager** - always available, provides platform management, statistics and collaboration
3. **Weekly activity reports: Viddler Account team** check-in - advises **quarterly trends reviews**

thank you!

we'd love to answer any questions and discuss ideas
you might have :)

viddler
inform. interact. engage.

THANK YOU!



Employers for Healthcare Value Since 1980

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