

Why Capital Blue Cross?

Choosing the right health plan for your business is critical to your success. That's why it helps to have a partner you can trust. One with experience and the know-how to deliver quality health plan benefits and services that offer peace of mind. **A partner who goes the extra mile — for you.**

Capital Blue Cross understands your need to provide quality coverage to your employees while protecting your bottom line. Our flexible plan design and service strategies ensure business leaders can create affordable options, while ensuring employees have access to quality care.

Benefits of our partnership



Preferred pricing



First class service
and support



Actionable reporting
and data analytics

- **Not-for-profit health solutions and insurance company serving Central Pennsylvania and the Lehigh Valley businesses and individuals since 1938.**
- **Offering medical, dental, vision, and pharmacy coverage through a family of companies.**
- **Capital Blue Cross has been a preferred partner since 2013, covering over 100,000 LVBCH members.**

Tailored solutions to control costs

From benefit and network designs to cost-sharing features, combined with results-based wellness programs and consumer-focused resources, Coalition members can build a smarter, better health plan that empowers members to live their healthy best.



- Flexible network strategies to help control plan spend.
- Specialty providers committed to higher quality and lower costs with Blue Distinction®.¹
- Benefits that encourage use of ambulatory surgical centers and independent labs.
- Member access to care anytime, anywhere with VirtualCare².
- Comprehensive prescription drug benefit offerings.
- Managing chronic conditions to drive down costs and improve member health.
- Synchronization with vendor platforms.



¹ Blue Distinction® is a registered trademark of the Blue Cross Blue Shield Association.

² On behalf of Capital Blue Cross, American Well Corp. provides this online healthcare tool. American Well is an independent company.



Meeting members on their terms

Engaged members are inspired to be healthy, stay connected, and make smart healthcare decisions. We drive personalized connections to empower members with choice, convenience, and control so they can understand how their plan works for them.

Member resources

It's easy for members to access and manage their health plan benefits and programs. Your employees and their covered dependents have access to tools that can help them live healthy, be well, and stay connected.

- Secure account and mobile app.
- Personalized email and text messaging.
- Smart speaker voice skills.
- 24/7 Nurse Line³
- And more.

Capital Blue Cross Connect⁴

Now with two locations in the Lehigh Valley — Allentown and Saucon Valley — our health and wellness centers offer a full range of services, including:

- Health plan consultations.
- Health coaching.
- Nutrition counseling.
- Health screenings.
- Fitness classes.
- Wellness events (currently virtual).
- Member Services support.
- And more.

Our Capital Blue Cross Connect team also will come to your location to provide onsite services, including:

- Health seminars.
- Answering claims and benefit questions.
- Helping to set up and access Healthy Blue Rewards.
- Transitioning retirees to an Individual or Medicare plan.
- And more.



For more information, contact your account executive or producer today.



³ Nurse Line is not intended to be a substitute for services or advice received from your healthcare Providers who are the only ones that can diagnose or treat your individual medical conditions. Capital Blue Cross and its affiliated companies believe this service to be useful for general information or support but do not assume any liability associated with its use.

⁴ Capital Blue Cross Connect is brought to you by Capital Blue Cross, an Independent Licensee of the Blue Cross Blue Shield Association, serving 21 counties in Central Pennsylvania and the Lehigh Valley.

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