



## **Lehigh Valley Business Coalition on Healthcare Q3 2022 Employer Meeting**

Thank you to those who were able to attend the Coalition's Employer Group meeting on August 30. If you could not attend or would benefit from a recap, here are some important takeaways from the meeting. Please reach out to your Capital Blue Cross account executive if you have any questions or would like a copy of the meeting presentation.

## **Capital Blue Cross Connect health and wellness centers**

Roseann Humphrey, manager of two Capital Blue Cross Connect health and wellness centers in the Lehigh Valley, provided an overview of the centers' model, which strategically blends service, sales, and health coaching into a unique customer experience. Individual, Medicare, and small group customers can secure plans from our centers, and members from all market segments can stop in or call to receive service for claims, benefit education, and answers to eligibility questions. The centers also are open to employers or community partners who need a place to host meetings or events.

Each center also has a team of health coaches, who can offer biometric screenings, nutritional counseling, personal training, and other wellness sessions for members and nonmembers alike. The Capital Blue Cross Connect team can also come to you and provide in-person support at Coalition employers' health and wellness fairs, or other similar events.

Capital Blue Cross Connect centers are located in Allentown, the Promenade Shops at Saucon Valley, Enola (Cumberland County), Chambersburg (Franklin County), and York. Visit [CapitalBlueCrossConnect.com](https://www.CapitalBlueCrossConnect.com) for more information or contact your Capital Blue Cross account executive if you are interested in touring one of the centers.

## **Retiree benefits options and updates**

Tia Porter, one of Capital's top Medicare experts, offered insight on the changing Medicare landscape with a focus on helping employers provide guidance to their employees who are nearing retirement or Medicare eligibility. She talked about:

- How Capital can help business leaders deliver health plan solutions to a changing workforce, part of which has started to delay retirement beyond age 65.
- The resources, materials, and seminars Capital can make available to your employees as they approach Medicare eligibility.
- Capital's willingness to come onsite to your business to meet personally with your HR team and employees about Medicare.

You are welcome to contact Tia at 223.231.4801 or [Taneya.Porter@CapBlueCross.com](mailto:Taneya.Porter@CapBlueCross.com) for more information or if you are interested in having her meet with your teams.

## **New digital tools that support women's health**

Mary Elizabeth Myers, a population health expert, introduced Ovia Health, a new digital women's health platform that will be included in Capital health plans in the coming months. She



presented a thorough overview of Capital's women's health strategy, which is focused on improving outcomes, reducing costs, and providing women self-directed programs focused on their unique needs.

Ovia's suite of digital tools is highlighted by three apps:

- Ovia Fertility, which considers each person's situation and needs to support family planning accordingly.
- Ovia Pregnancy, which provides support for a healthy pregnancy and can help reduce the number of preterm deliveries, NICU stays, and cesarean section rates.
- Ovia Parenting, which offers child health and development resources, and helps new moms keep a healthy work/life balance, find mental health support, and keep track of their baby's vaccination schedule.

Ovia's program will be available to active Capital subscribers and dependents ages 18 to 65. Capital will share more details about Ovia's availability soon. In the meantime, contact your Capital Blue Cross account executive if you have questions or would like more details about Ovia's program.

### **Understanding the Dobbs Decision and its impact**

Bonnie Hershberger, Capital's assistant general counsel, discussed the U.S. Supreme Court's decision in the *Dobbs v. Jackson* case, in which the court held that the U.S. Constitution does not confer the right to an abortion. Bonnie covered the impacts the decision has on providers, pharmacy benefit managers, and health plans. There are still many questions about the decision that can't be answered yet. However, Capital has recently expanded travel benefits for certain self-insured employers. The expansion can include reimbursement for specific travel costs members may incur when seeking care related to abortion or gender affirmation in other states when they cannot receive those same services in their home state. Contact your account executive for more information or if you have questions.

For more information on any of these topics or programs, please contact your Capital Blue Cross account executive.