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## **Lehigh Valley Business Coalition on Healthcare (LVBCH) Board Announces 42<sup>nd</sup> Annual Conference Presenters – Live & In-Person!**

**Bethlehem, PA** – The Lehigh Valley Business Coalition on Healthcare (LVBCH) has announced the lineup of presenters for the Coalition’s 42<sup>nd</sup> Annual Conference “Moving Forward in 2022: Employers Working Together to Improve Healthcare Value”.

“The Coalition is excited to return with a live and in-person event for the first time in three years on Wednesday, May 11, 2022 at DeSales University,” said Carl Seitz, President, LVBCH. “By reconvening with a focus on the value the Coalition brings to members, this conference will reengage employers with their role in impacting healthcare for their employees.”

**“Building onto a Strong Foundation: Strategies for Taking Health Care Purchasing to the Next Level,” Suzanne Delbanco, Catalyst for Payment Reform,** sponsored by United Concordia. This keynote presentation will share a national perspective on the most effective strategies that employers and other health care purchasers can use to get the best value for their health care spending. New thinking around benefit and provider network designs, provider payment and delivery reforms, quality measurement and transparency, as well as price transparency will help LVBCH to build on its long success in group purchasing. Updates on trends in policies that states are implementing to make the health care marketplace work better will also be shared.

**“State of the Union,” Ford Koles, Advisory Board,** sponsored by Populytics. The goal of this presentation is to provide an objective analysis of the biggest trends and market forces impacting hospital and health system strategy. This year’s research examines the most important strategic questions facing health care leaders as we emerge for the acute phase of the COVID-19 pandemic. It will include a discussion of major shifts in influence, purchasing trends, and health policy in the wake of the COVID-19 pandemic and start of the Biden presidency, while also exploring which structural elements of the health care industry remain in flux – and what steps leaders can take to inflect the direction and pace of change.

**“The Grassroots Movement to Re-Design Healthcare: Preparing for the Future of Medicine,” Dr. Marty Makary, Johns Hopkins University,** sponsored by Keenan Pharmacy Services. This presentation will review the current state of medicine and how to prepare for the future of healthcare. A New York Times bestselling author, Dr. Makary

will discuss his newest book “The Price We Pay” and the grassroots effort to reform health care. The movement to restore medicine to its mission is alive and well – a mission that can rebuild the public trust and save our country from the crushing cost of health care.

The event will also feature a “Meet the LVBCH Board of Directors” panel sponsored by BSI Corporate Benefits, “The Importance of Managing Mental Health in the Workplace,” presentation by Bert Alicea of Health Advocate, and a networking lunch sponsored by St. Luke’s Care Network. Speakers and sponsors will be welcomed to the 42<sup>nd</sup> Annual Conference at a Welcome Dinner the even prior, presented by LVBCH’s 2021 Premier Sponsors- AmeriHealth Administrators, Capital Blue Cross, and Express Scripts.

LVBCH would also like to thank all of our sponsors and exhibitors, without whom this event would not be possible. In addition to presenting sponsors, exhibitors include the following: gold sponsors – Boehringer Ingelheim, Clarity Benefit Solutions, ELMC Rx Solutions, EyeMed, Health Advocate, Highmark, McGriff Insurance Services, Novo Nordisk, UPMC Health Plan, and silver sponsors – Accolade, American Cancer Society, HMK Insurance, Marsh McLennan Agency, Merck, Nox Health, Univest, USI, and Valley Youth House.

All are invited to attend and to participate in the networking opportunity with colleagues and exhibitors. **To learn more or register now visit: [www.lvbch.com](http://www.lvbch.com).**

### **About LVBCH**

LVBCH is a multi-state, not-for-profit, coalition of employers striving to provide access to quality affordable healthcare for their employees. The Coalition’s mission is to improve the delivery, cost and quality of health care in our communities through: Collective employer action; Quality and data initiatives; Value based purchasing; and, Providing forums for the exchange of information, ideas and resources. The Coalition is also a member of the National Alliance of Healthcare Purchaser Coalitions, the National Quality Forum and The Leapfrog Group. For more information, visit [www.LVBCH.com](http://www.LVBCH.com).

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