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Capital Blue Cross Partnership Brings Additional Savings to Lehigh Valley Business Coalition on Healthcare (LVBCH) Employers

Bethlehem, PA – The continued partnership between the Lehigh Valley Business Coalition on Healthcare (LVBCH) and Capital Blue Cross will generate \$8 million in healthcare savings for participating Coalition employer members through 2024.

LVBCH and Capital Blue Cross have a preferred partnership that ensures Coalition members can benefit from Capital's high-quality, cost-efficient group health plan management solutions, and collaborate to develop programs and services that specifically benefit employer members. The partnership saw significant membership growth throughout 2022, resulting in members receiving additional financial incentives in 2023 for the administrative services only (ASO) arrangement.

"The tremendous growth Capital Blue Cross and the Coalition have achieved by working together will deliver substantial ongoing administrative savings to those employers," said Capital Blue Cross Senior Vice President of Commercial Group Sales Jack Jaroh. "This is just one more way Capital is going the extra mile to ensure LVBCH members get the highest-quality coverage at the most affordable cost."

LVBCH grants preferred partner status to health insurers that demonstrate better plan performance, pricing, or enhanced service capabilities, giving employers who belong to the coalition more flexibility to select healthcare coverage that best meets the needs of their businesses and employees.

"Coming through the pandemic, Coalition members continue to face unprecedented economic challenges," said Carl Seitz, President, LVBCH. "The ongoing partnership between the Coalition and Capital Blue Cross provides access to high-quality healthcare, while generating a total of \$8 million in healthcare savings at a time when it matters most to Lehigh Valley employers, employees, and their families."

The LVBCH includes more than 260 member companies representing over 156,000 employees and almost 360,000 member lives.

Meet Capital Blue Cross at the LVBCH 43rd Annual Conference on May 17, 2023 at DeSales University. Capital Blue Cross will be exhibiting as a Premier Sponsor of the event. Register now at 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.

About Capital Blue Cross

Capital Blue Cross serves a 21-county region in Central Pennsylvania and the Lehigh Valley by offering health insurance products, services and technology solutions that provide peace of mind to consumers and promote health and wellness for our members. The company delivers innovative solutions through a family of diversified businesses to create healthier lives and lower healthcare costs. Among these solutions are patient-focused care models, leading-edge data analytics and digital health technologies. Additionally, Capital Blue Cross Connect health and wellness centers provide in-person service and inspiration to help people reach their health goals. Capital Blue Cross is an independent licensee of the Blue Cross Blue Shield Association.

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