



LEHIGH VALLEY BUSINESS COALITION ON HEALTH CARE

# ANNUAL REPORT 2010

*30 years*

PROUDLY SERVING THE BUSINESS COMMUNITY FOR THREE DECADES • 1980 - 2010

# Affiliations

The Coalition and its members benefit from the resources and programs provided by these national organizations. It is a value-added benefit of Coalition membership that would otherwise not be available.



The National Business Coalition on Health (NBCH) is a national, membership organization of purchaser-led health care coalitions. NBCH and its members are dedicated to value-based purchasing of health care services through the collective action of public and private purchasers. NBCH seeks to accelerate the nation's progress towards safe, efficient, high-quality health care and the improved health status of the American population.

NBCH has a membership of nearly 60 member coalitions, across the United States representing over 7,000 employers and approximately 25 million employees and their dependents. The Coalition is a proud member of NBCH.



The Leapfrog Group is a voluntary program aimed at mobilizing employer purchasing power to alert America's health industry that big leaps in health care safety, quality and customer value will be recognized and rewarded. Among other initiatives, Leapfrog works with its employer members to encourage transparency and easy access to health care information as well as rewards for hospitals that have a proven record of high quality care.

The Coalition is a designated Leapfrog Regional Roll-out Organization (RRO). Regional Roll-Outs are local efforts in markets where Leapfrog members work with other stakeholders to advance Leapfrog's mission by increasing the transparency of the quality of individual hospitals.





## Chairman's Report to the Membership

It has been a year of change for the Lehigh Valley Business Coalition on Health Care (the Coalition). This time last year we were in the midst of a search to replace the long time Coalition President, Kitty Gallagher who sadly passed away in July of 2009. Although the search was far reaching—the result ended very close to home. Tom Croyle, past Chairman of the Board, was hired and began to serve as the new President in January 2010.

With the support of the Coalition staff, and his long time experience on the Board of Directors, Tom hit the ground running. The “usual business” of the Coalition resumed. Membership increased to 170 organizations representing some 70,000 employees. The Roundtable events continued with relevant topics and were well-attended. And, in addition to managing all of the current partner-vendor relationships, a new PBM partnership was initiated with Medco Health Solutions.

This year the Coalition has once again embarked on new initiatives. We joined the National Business Coalition on Health, which gives us access to additional resources that we can share with our membership. The Coalition was also designated as a Regional Roll-out Organization by The Leapfrog Group, a national organization dedicated to hospital quality standards; this new affiliation will assist the Coalition in pursuing its quality mission. In a “normal” year, our list of accomplishments would be deemed a success. As we all know however, this year was anything but normal. In March, President Obama signed into law the “Patient Protection and Affordable Care Act” and suddenly, the priorities for those of us involved in employee benefits and health care, changed.

In response, the Coalition established a Health Care Reform Task Force to address the multiple challenges that the new law presents for employers of all sizes. Our Coalition website is updated regularly and is filled with valuable Health Care Reform information. And, this past spring, the Board of Directors completed a comprehensive Strategic Plan to assure that the organization remains on target as we move into this “new world” of health care.

It has been a privilege for me to serve as the Chairman of the Board for the past year. I am very thankful for the hard work of the staff and the commitment of the volunteers that continue to make the Coalition so valuable to its members. It is a credit to the founders of the Coalition that 30 years ago they identified the need for an employer organization that directly addresses the issues of cost and quality of health care for their employees. Here we are, three decades later, and the issues of cost and quality—combined with Health Care Reform—makes the value of the Coalition greater than ever.

I look forward to serving as Chairman of the Board for another year of continuing change. With change comes opportunity!

**Robert Johnston**  
Chairman of the Board



## President's Report to the Membership

We have seen tremendous changes in health care since Lehigh Valley business leaders, concerned over the rising cost of health care, founded the Lehigh Valley Business Conference on Health Care thirty years ago – amazing technological advances, amazing new medications, increased utilization of services, and spiraling costs.

Our organization, now known as the Lehigh Valley Business Coalition on Health Care, is a leader focusing on the quality of care, patient safety and restraining the cost of health care. Employers want lower health care costs, improved health care quality and efficiency, resulting in improved worker health and increased productivity.

While we've witnessed many changes in the last thirty years, we are now entering a new period of uncertainty and challenge. The uncertainty is the financial impact on employers as a result of the health care reform legislation that passed last March resulting in new mandates and a host of confusing and pending regulations. The challenge is how to finance the added expenditures necessary to provide health insurance to 32 million previously uninsured Americans while giving them access to the health care delivery system. We've kept our members informed on the latest health care reform developments through improvements to our website including postings to the announcements page and the addition of an interactive members only Forum. Distributing timely and informative educational materials to our membership as well as the community is a major value-added benefit to employers who belong to the Coalition. This spring, the Coalition's Board of Directors held a strategic planning session to review and update the vision, mission and goals of the organization.

Our focus has been, and continues to be, to provide value to our members and the community by adhering to the principles expressed by our four basic goals:

- Build a sustainable membership base
- Continue to increase health care quality and cost-effectiveness
- Maximize member value through pooled purchasing opportunities
- Continue to provide educational opportunities

In the last few months, we established relationships with the National Business Coalition on Health, an organization that represents employers; and, The Leapfrog Group, a national hospital quality initiative. We are designated as a Regional Roll-out Organization for Leapfrog's annual hospital survey – the only one in Pennsylvania. These affiliations provide opportunities for future growth of the Coalition while enhancing the value-added benefits of membership such as educational programs and access to other resources exclusively for our members. They also help us to establish relationships which make the Coalition an integral part of health care reform efforts.

It's been an honor to lead the Coalition and work with a great Board and staff over the past year. Together, we are making great strides in participating in health care reform efforts by collaborating with employers, health insurers, providers and other community resources to improve the quality and cost of health care. In this sense we are fulfilling the visionary aspirations of the Coalition's founders as they sought to improve health care in our communities.

Tom Croyle  
President



# Vision Mission and Goals

An essential element to the success of any organization is a clear, concise presentation of its Vision, Mission and Goals. Accordingly, the Coalition is guided by the core principles of “improving the delivery, cost and quality of healthcare”.

By following the principles expressed in the Vision Statement, the Coalition then articulates its Mission Statement and the Goals it will achieve. In doing so, the Coalition fulfills the purpose for which it was constituted.

- **VISION STATEMENT**

The Lehigh Valley Business Coalition on Health Care will be the recognized leader in providing access to quality and cost effective health care programs.

- **MISSION STATEMENT**

The LVBCHC strives 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
- By providing forums for the exchange of information, ideas and resources.

- **GOALS**

- Encourage Quality Healthcare Initiatives
- Expand Educational Initiatives by Increasing Opportunities
- Strengthen Purchasing Initiatives
- Increase Membership in the Organization

# Committees and Objectives

## EXECUTIVE COMMITTEE

Chair – **Bob Johnston** (East Penn Manufacturing)  
The Executive Committee is comprised of Board Chairman, Vice Chairman, and Immediate past Chairman, Treasurer, Secretary and President. Provides oversight to the various standing committees of the Board and acts on behalf of the Board when needed.

## EDUCATION COMMITTEE

Chair – **Ann Kozak** (Kozak Enterprises)  
Develops a yearly schedule of Roundtable luncheons as well as other educational events for the membership. Identifies program resources for these sessions in conjunction with committee members as well as other non-business Coalition members. Associate members may participate on this Committee.

## HEALTH CARE PURCHASING COMMITTEE

Chair – **Myrna Rivera** (BBraun)  
Plans and oversees the process of contracting with partner organizations. Initiates RFP process when needed, reviews responses and makes recommendations to the Board. Annually reviews all partner relationships and recommends any revisions; compares the market to our arrangements; and recommendsto the Board further actions when needed. Establishes sub-committees to oversee specific partner arrangements.

## MEMBERSHIP & RECRUITMENT COMMITTEE

Chair – **Jim Maley** (City of Allentown)  
Outreach to other employers to encourage their membership in the Coalition and serves as the nominating committee for the officers and members of the Board on a bi-annual basis or as needed.

## COMMUNICATIONS COMMITTEE

Chair – **Jack Gross** (Gross McGinley LLP)  
Responsible for disseminating the Coalition's message to current and prospective members and others concerning the value of Coalition programs and activities through press releases, promotional materials, website updates and member newsletter. Plans strategies and produces informational pieces for the purpose of making the Coalition more visible to the community. Associate members may participate on this Committee.

## QUALITY INITIATIVE COMMITTEE

Chair – **Bob Johnston** (East Penn Manufacturing)  
Reviews the efforts being made in other areas of the Commonwealth and the Nation, to bring together local purchasers, providers and insurers to work together, using available data to improve the quality of health care in the Valley. A new assignment is the Leapfrog Group's Regional Roll-Out program.

## WELLNESS TASK FORCE

Chair – **Linda Cassel** (Crayola)  
Plans and coordinates wellness activities for the Coalition on an ad hoc basis including scheduling wellness forums. Also serves as a resource for member companies, who are in various stages of offering wellness programs.

## HEALTHCARE REFORM TASK FORCE

Chair – **Paul Chuckalovcak** (Essroc)  
Monitors ongoing developments related to the new legislation, regulations and their possible affect on the Coalition and its members. Distributes information to Coalition members directly by e-mail or through postings to the Forum on the Coalition's website as provisions of the healthcare reform legislation are scheduled for implementation.

# A Retrospective: 30 Years of Leadership in Business Community

From the very beginning, it is clear the Coalition was charting a course that would challenge the status quo and give employers a pivotal role in improving the value and quality of healthcare in our communities.

## First Decade: “1980 – 1989 Genesis & Trajectory”

By the late 1970’s, expenditures on medical services—what we call healthcare—were approaching \$300 billion a year, a sum that was only exceeded by defense spending. Health policy experts were closely tracking the increase in health spending and, as the 1980’s loomed, they predicted rising expenditures for medical services. The issue of dollars spent on medical care was coming to the fore and it caught the attention of Ed Donley, chairman and CEO of Air Products.

Mr. Donley reasoned that if Air Products was experiencing increases in what it cost to provide medical benefits to employees, other businesses probably faced the same challenging situation. As a result, he reached out to his fellow CEO’s and asked them to join him in a venture to engage the business community in the healthcare policy arena and take a more active role in understanding how the business community could influence health policy. Ultimately, Mr. Donley’s efforts produced an organization that would become the Lehigh Valley Business Coalition on Health Care, which he served as Chairman of the Board and hired Robert Ivancevich as the first Executive Director. Mr. Ivancevich served through 1984 at which time the second Executive Director Charles MacKay assumed the reins of the organization until Katherine Kunkle assumed the office in the late 1980’s.

In those early days, the Coalition introduced itself to the employer community and became active in the healthcare policy debate. By mid-decade, major changes were on the horizon as federal and state health planning programs were being phased out. This left the Coalition as the only community voice to influence where and how medical care was provided. The Coalition was instrumental in the establishment of the Pennsylvania Health Care Cost Containment Council and during the next decade would become one of its staunchest supporters. It was becoming clear that collection and reporting of health data would be the key factors in helping employers analyze the quality of care being provided and assist their employees in making wise medical care decisions.

By the mid-1980’s the Board decided to open its annual meeting to the greater employer community and began inviting non-Coalition employers and guests. The 1985 Annual Meeting featured Walter McClure, PhD from the Center for Policy Studies, who explained the basics of his “Buy Right” strategy which was becoming popular among employers.



During this decade the Coalition formed a task force to examine the feasibility of offering self-insured plans. The foundation was now set for the Coalition to take a more active role in how medical care was delivered, purchased and financed.

## Second Decade: “1990 – 1999 Transformational”

With the dawn of the 1990’s, things were moving ahead very rapidly and the Coalition faced serious challenges as it entered its second decade. An economic downturn in the early 90’s, and a major proposal to reform the healthcare system were events that would figure prominently in actions taken by the Coalition to serve its members. The defeat of the healthcare reform legislation meant the employer community needed to become even more resourceful as it sought to slow the accelerating pace of medical spending by becoming a key player in the purchase of medical services.

Expenditures for medical care continued their upward spiral reaching some \$700 billion by 1990 and would later cross the trillion dollar mark reaching an astounding \$1.07 trillion in 1999. As a segment of the Gross Domestic Product, expenditures on medical goods and services now represented 12 percent of the total economy. Employers now looked to managed care as an alternative to fee-for-service medicine; however, these programs proved to be unpopular with employees and they were soon discarded in favor of Point-of-Service and Preferred Provider Plans.

Until this time, most employers in the Coalition were purchasing medical insurance for their employees, as this was more or less the norm. However, by the early 90's the Coalition was presented with an opportunity to purchase medical coverage as a group and use the leverage of employees and lives to drive better rates with insurers and providers. This was the beginning of what would become the Coalition's hallmark self-funded, employer designed, Point-of-Service plan marketed as "Community Choice".

Several vendors were chosen to administer the plans which included medical, prescription, behavioral health and later dental and vision care. While these programs were for self-insured employers, the Coalition was working on fully insured products for the smaller employers. While this was a step in the right direction, the Coalition recognized that quality data was the missing ingredient needed to make healthcare treatment decisions. As the decade was drawing to a close, the Coalition received an appointment to the Pennsylvania Health Care Cost Containment Council. Employers now had input on how healthcare data is collected and reported.

The 90's would also see the expansion of educational programs for member companies as the Coalition continued the Benefit Managers Institute; a series of programs designed to address current HR and benefit topics. These programs paved the way for what would become the Roundtable Education series. The decade ended on a high note as membership held steady and the Coalition was becoming more recognized for the work it was doing to not only make healthcare affordable but, more importantly, improve its quality.

### Third Decade: "2000 – 2010 Paradigm Shifts"

As the new millennium began, optimism was the by-word after a decade of growth and prosperity. The Coalition enjoyed this prosperity as well and was poised for growth based on the success of its self-insured programs. Under the direction of its longest serving president, Catherine "Kitty" Gallagher, the Coalition was looking forward to expanding its programs and products to a larger range of employers. However, this was the quiet before the storm as the decade would see employers impacted by the most devastating domestic event that would forever change society and the greatest economic turbulence since the Great Depression of the 1930's.

While adapting to this changing situation, the Coalition never lost sight of its primary goal of keeping quality medical coverage affordable for its members. Despite the economic downturn, expenditures for medical care continued to increase. By the end of the decade, national expenditures were nearing the \$2.5 trillion mark, representing some 16 percent of the GDP. As spending increased, it underscored the urgency with which the Coalition and employer community needed to act. The now re-constituted Purchasing Committee issued new RFP's for its major employee benefits programs and continued to use its leverage to secure very competitive rates on its programs. Seizing the opportunity, the Coalition designed a fully insured product for smaller employers priced at competitive rates. The Coalition also introduced its members, and the employer community, to the concepts of pay-for-performance, evidence-based medicine, high performance networks and value-based benefits. A major effort was launched to raise awareness and visibility of wellness programs and to emphasize their value to employees.

A milestone was reached in mid-decade with the "25th Anniversary" annual meeting where the program topic was improving the quality of medical care. The Coalition also joined the **National Business Coalition on Health** to provide members with ever more resources to deal with a fast changing benefits marketplace. Efforts are also under way to re-engage the hospitals as evidenced by our membership in **The Leapfrog Group** and designation as a **Regional Roll-out Organization**. The Coalition invites, and encourages, hospitals to participate in the Leapfrog hospital quality survey.

As the decade comes to a close, the Coalition is celebrating its 30th Anniversary, a tribute to its founding visionaries. Membership is at an all-time high, new educational programs are being offered and the organization is once more poised for growth. The Board completed a strategic planning session that sets the course for the next five years as the Coalition carries out its mission and achieves its goals. Although challenges lie ahead, in the form of adapting to healthcare reform, the Coalition is meeting these challenges with renewed strength and expectations of greater accomplishments in the coming decades.

# 2009 – 2010 Educational Initiatives

Throughout the year, the LVBCHC Education Committee presents programs on diverse interests designed to meet the needs of its members related to employee benefits and public health policy.

## 2009 Annual Meeting: “National Healthcare Reform: Impact on the Employer Community”

Kathryn Wilber, senior counsel, health policy for the American Benefits Council, Washington, DC



Annual Meeting Keynote speaker **Kathryn Wilber** (center) with LVBCHC Board Chair **Bob Johnston** and Education Committee Chair **Ann Kozak** and also at the podium during her presentation to attendees.

Healthcare reform was certainly on the minds of the more than 100 members and guests who attended the 29th Annual Meeting held at the Candlelight Conference & Reception Center.

Our keynote speaker, Kathryn Wilber outlined the process and issues that must be addressed as Congress was working its way towards passage of the bill.

Wilber’s presentation was well-received given the ramifications of this legislation on the employer community. LVBCHC led the way in programs focused on reform legislation.



Annual Meeting Keynote speaker **Kathryn Wilber**.

# 2009 – 2010 Educational Initiatives

## **February Roundtable: Alzheimer's Disease: Supporting Caregivers in Your Workforce**

**Kellie Butsack**, Associate Branch Director, Berks County Alzheimer's Association

According to the Alzheimer's Association, the disease will cost the U.S. health care system as much as \$160 billion a year by 2010. Kellie Butsack from the Alzheimer's Association discussed options for employers and employees on how to address these concerns and look to the community for support services to deal with this ever-growing problem.

## **May Roundtable: Value-Based Benefit Design: The How To**

**Randy Vogenberg**, PhD, Principal, Institute for Integrated Healthcare, Sharon, MA

VBB design supports an integrated health management (IHM) approach to promoting total employee health. Employers are beginning to incorporate the concepts of VBB into their existing plans. VBB relates to how dollars are spent for medical care and how to obtain the most value for those dollars.

## **August Roundtable: Healthcare Reform: What Employers, Insurers and Brokers Need to Know**

**Michael Warfel**, Vice President, Government Affairs, Highmark Blue Shield

After months of wrangling, the most sweeping changes in the financing and providing of medical services was passed by Congress and signed into law. With more than 2,000 pages of legislation, along with thousands more pages of regulations, this program focused on what employers, insurers and brokers need to know.

## **Employer Forum: Implementing Health Reform & Increasing Participating in an HDHP in an Employee Population**

This newest series of programs for Coalition members is an opportunity for networking and information sharing. Coalition members meet in an informal setting to learn about current HR and policy issues while exchanging information on their unique solutions to resolving HR challenges.

# What Self-Funded employers need to know about Employee Benefits

## KNOW THE FACTS!

The Lehigh Valley Business Coalition on Health Care understands how important it is for self-funded employers to have access to affordable benefits for their employees. Choosing the right purchasing partner makes all the difference in the world between benefits and services that are okay and benefits and services that are **excellent!**

Membership in the Business Coalition gives you access to excellent services. The Business Coalition leverages the purchasing power of our members to help reduce the cost of healthcare while also working to improve quality.

LVBCHC offers employers access to negotiated rates on programs in the area of medical, dental, prescription, vision and managed mental health, EAP, and Worklife services.

## Benefits of membership in the Coalition include:

- Access to Pooled Purchasing Rates
- Information & Education Programs
- Advocacy on Employer Issues
- Networking & Information Exchange
- Serving on Coalition Committees & Board
- Membership for Less Than a Penny a Day Per Employee

Ask your broker to contact our partner-vendors to learn how your company can take advantage of the Business Coalition's self-insured program rates.

Contact the Coalition for membership information.

60 West Broad Street, Suite 105

Bethlehem, PA 18018

610.317.0130

[www.lvbchc.com](http://www.lvbchc.com)

Proudly serving the business community for three decades!

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Ask your broker to contact our partners today!

# A new approach to health care savings exclusively for LVBCHC small business members

## **What is the small business program?**

The Coalition's small business program is designed for employers with **as few as two employees**. We work with our partner-vendors to develop insured products for medical, dental and vision services at affordable rates. Coalition members have exclusive access to a full range of employee benefits at rates not available to non-members

How does a small business take advantage of the program? Join the Coalition! For as little as \$50 per year (based upon number of employees) a small business may join the Coalition. Just complete and submit the one-page application.

## **What products or programs are available to small businesses?**

Through our partner-vendors, we offer a range of insured medical, dental and vision services. First and foremost, you determine which plans meet the needs of your employees. Medical plans utilize existing health systems and are designed to provide flexibility while maintaining extensive coverage.

The dental and vision plans may be offered as employee paid benefits with no minimum employee participation required, making it easier for you to help your employees obtain coverage at affordable rates.

## **What are the benefits of the small business program?**

Value! As a member of the Coalition you have access to exclusive rates unavailable to non-members. The dollars you spend on employee benefits not only go further, they also purchase more coverage for your employees.

In addition, as a small business member you have access to the Coalition's extensive network of HR and benefits administrators affording you the opportunity to discuss your business concerns with colleagues. As a member, you have un-paralleled access to educational programs on cutting edge employer-employee benefits issues without having to pay outrageous fees to attend out-of-town seminars. You also gain access to a broad range of wellness programs tailored to meet the needs of your employees including access to WellFirst Gold. The professional staff at the Coalition is available to consult with you on issues related to employee benefits and programs to meet those needs.

## **What is WellFirst Gold?**

WellFirst Gold is a new wellness program designed for small and mid-sized employers who join the Coalition. It's a collaboration of community-based organizations designed to improve the health habits and lower medical costs for employers. It represents a practical integration of a wellness program and health insurance.

# LVBCHC's small business programs offer the best insured medical, dental and vision plans available



**UNITED CONCORDIA® DENTAL**  
Insuring America's Dental Health



The **Lehigh Valley Business Coalition on Health Care, Valley Preferred** and **HealthAmerica** are bringing fully-insured, cost-effective health care alternatives to employers in the Lehigh Valley. Choose **Lehigh Select** or any of the **HealthAmerica** plans and save on your health insurance premium with discounts of up to 2.5 percent (based on your total number of employees). You also get access to free wellness programs through **Valley Preferred's** Care Beyond the Coverage and **HealthAmerica's**® WellFirst Gold coming soon.

**United Concordia** is pleased to offer fully-insured dental benefits for Lehigh Valley Business Coalition on Health Care members. Through your membership in the LVBCHC, you can offer your employees affordable access to quality care through a passive PPO, **Concordia Flex** or an active PPO, **Concordia Preferred**.

Under the LVBCHC vision programs administered by **National Vision Administrators, L.L.C. (NVA)**, Coalition members can offer their employees a wide selection of plan options including fully insured, self insured and discount programs at a significant savings. You will have access to our comprehensive network of both independent and retail locations, flexible plan designs, and the overall best value in vision care.

In addition to the very competitive rates offered by our partner-vendors you also receive the value of an LVBCHC membership. Participating employers have the opportunity to attend quarterly roundtable sessions or join committees such as Education, Membership, Public Relations or the wellness task force and learn about new initiatives as well as network with other local employers. As a small business, the LVBCHC offers programs that meet the needs of you and your employees for quality, affordable medical benefits. Ask your broker to contact our vendors for quotes or call **Valley Preferred** at **610.969.0148**, **HealthAmerica** at **800.788.7895**, **UCCI** at **717.260.7377** or **NVA** at **513.755.7819** to find out how much you can save. Compare us with standard plans. **You'll be surprised at your options!**

# Brokers and Benefits Consultants

Offer your clients a variety of benefits options at great rates...without sacrificing your commission!

As a benefits professional, your primary concern is providing your clients with access to affordable and cost-effective employee benefits. **The Lehigh Valley Business Coalition on Health Care (LVBCHC) can help you.** Working with the Coalition, and our partner-vendors, you can offer your clients a full range of self-insured and fully insured benefits options.

LVBCHC is a not-for-profit organization that joins forces with employers across Pennsylvania to leverage pooled purchasing power to negotiate reduced ASO rates and premiums for benefits programs. Your clients will find competitive rates for:

- Medical Plans
- Prescription Plans
- Vision Plans
- Dental Plans
- Mental Health, EAP, Work Life

In addition, LVBCHC advocates on behalf of members' health care interests, and offers members the benefit of networking with other LVBCHC members, attending educational seminars, and receiving health-care-quality data for their community. Members also participate in the governance of the Coalition by serving on committees and the Board.



**Jim Charnley**, Caruso Benefits Group, Inc accepting his organization's award for most employees brought into the Coalition. Pictured with LVBCHC President **Tom Croyle** (L) and LVBCHC Chairman **Bob Johnston** (R).

Your clients can become a member of the LVBCHC for as little as: \$50 per year for small employers (based on number of full-time employees) Less than a penny per day, per employee for large employers.

Help your clients reduce benefits expenditures, and start earning commission today!

Call 1-610-317-0130 or e-mail [lvbchc@lvbchc.com](mailto:lvbchc@lvbchc.com) or [www.lvbchc.com](http://www.lvbchc.com)

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*Aetna congratulates the LVBCHC on 30 years of promoting health, wellness and quality care in the Lehigh Valley and beyond. As both a long time vendor partner and a major employer in the area, we thank you for the positive impact you have had on our community. We look forward to many years of continued success!*



*An Independent Licensee of the Blue Cross and Blue Shield Association*

*Highmark Blue Shield is proud to join with others in extending congratulations to the Lehigh Valley Business Coalition on Health Care as it celebrates its 30th Anniversary. We are proud of our role in being selected as a Coalition preferred provider.*



*Integrated Behavioral Health is proud to join with others in extending congratulations to the Lehigh Valley Business Coalition on Health Care as it celebrates its 30th Anniversary. We are proud of our role in being selected as the Coalition's preferred provider for behavioral health services, including EAP and WorkLife. IBH is also one of the Coalition's longest serving partner-vendors with 18 years of continuous service.*

# *medco*®

**MAKING MEDICINE SMARTER™**

*Medco Health Solutions, Inc. Proudly Congratulates the Lehigh Valley Business Coalition on Health Care's 30th Anniversary. We are proud to both support and share in the LVBCHC's goal to provide the employer community high quality and affordable health care benefits.*

*To learn more about how Medco can help your organization reduce its pharmacy benefit costs, contact **Alan Langlois**, Medco Sales Director, phone 732-389-1689; email at [alan\\_langlois@medco.com](mailto:alan_langlois@medco.com)*



*National Vision Administrators, L.L.C.  
(800) 672-7723 • [www.e-nva.com](http://www.e-nva.com)  
1200 Route 46 West  
Clifton, NJ 07013*

*NVA congratulates Lehigh Valley Business Coalition on Healthcare for their 30 year commitment to serving the employer community in the pursuit of quality care and affordable, cost-effective employee benefits. We are proud to be the select vision benefit partner of the Coalition for over 17 years.*



## United Concordia extends our congratulations to the Lehigh Valley Business Coalition on Health Care as it celebrates its 30th anniversary.

*We are proud to be the Coalition's preferred dental insurance provider, and look forward to working together for years to come.*

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*Valley Preferred and HealthAmerica  
congratulate*



**Lehigh Valley Business Coalition on Health Care**

*on*

*30 Years*

*as a recognized leader in the promotion, development and implementation of  
effective, cost-efficient health care programs for businesses in our community.*

*We are proud to partner with the Coalition to offer smaller and mid-size  
employers access to fully insured medical benefits.*



# 30 Years of Accomplishments

For 30 years, the Lehigh Valley Business Coalition on Health Care has a record of accomplishments guided by the goal of “promoting quality health care at reasonable costs”.

## The 1980's:

- Established itself as a credible and influential factor in the debate over healthcare
- Participated in the federal and state health planning programs
- Supported local efforts at establishing community wellness programs
- Supported the Lehigh Valley Stroke Program
- Established a user's data base collect and analyze health utilization data
- Introduced the concept of “Buy Right” to the employer community
- Established a forum for employer/provider dialogue
- Conducted a hospital satisfaction survey among Coalition members
- Established the Benefit Managers Institute as a forum to discuss and exchange information
- Held the first Healthcare Purchaser's Summit

## The 1990's:

- Established the Healthcare Purchaser's Task Force
- Inaugurated the first group purchasing prescription medication program
- Established the first small employer POS and HMO programs with Prudential
- Concluded an agreement to offer dental programs
- Conducted the first organizational development session to set goals, objectives and actions for the decade

- Selected a managed mental health, WorkLife and EAP provider
- Continued public policy support of PHC4 and received appointment to the Council

## The 2000's:

- Expanded membership to more than 170 employers and grew to become a multi-state purchasing alliance
- Negotiated new agreements with purchasing partners
- Launched major initiatives at improving the quality of medical care
- Launched a small employer PPO
- Established a Wellness Task Force in response to member interest in promoting wellness
- Established a Healthcare Reform Task Force to monitor requirements of new legislation
- Affiliated with National Business Coalition on Health, giving Coalition access to national resources
- Affiliated with The Leapfrog Group and named Regional Roll-out Organization; improving hospital quality
- Forged a new alliance with the broker community to expand membership and establish *Broker Recognition Awards*
- Expanded Roundtable educational programs and added the Employer Forum series
- Commemorated the 25th and 30th anniversary celebrations of the Coalition

# LVBCHC Membership 2009 – 2010

A & A Limousine  
Active Data Exchange  
Adams Plumbing  
Advantis Benefits Group, LLC  
Advertising Specialty Institute  
Aesculap  
Aesthetic Surgery Associates  
Aetna  
Alta Enterprises, Inc.  
Apprise Software, Inc.  
Asbury United Methodist Church  
Associated Rubber, Inc  
B Braun Medical Inc  
Bangor Area School District  
Bazella-Stear Concrete & Masonry  
Ben Cook Racing, LTD  
Bethel Bible Fellowship Church  
Betterliving Sunrooms  
Bi-State Construction Company, Inc.  
Bioscience, Inc.  
Block Insurance Agency, Inc.  
Borough of Freemansburg  
Brandywine Heights Area School District  
Brookside Children's Early Education Center  
Brown Daub Dealerships  
Brownstone Design Group, Inc  
Buckeye Partners, LP  
Buzzi-Unicem USA, Inc  
C. F. Martin & Co., Inc  
Calvary Bible Fellowship Church  
Cambridge-Lee Industries, LLC  
Capital Blue Cross  
Carl R. Bieber  
Caruso Benefits Group, Inc  
Cedar Crest College  
Center Valley Pool Company  
Cera-Met  
City Of Allentown  
Clair Miller & Associates, LLC  
Coastal Employee Benefits Group  
Connective Tissue Gene Tests  
Conrad Weiser Area School District  
Coordinated Health  
County Of Northampton  
Crayola, LLC  
Creative Landscaping, Inc.  
Curtis E. Schneck, Inc.  
David B. Schwartz  
DeSales University  
Diocese of Allentown  
Direct Response Associates  
Drabenstott Communications, Inc. "Spark"  
Dries Building Supply Company, Inc.  
Dun-Rite Electrical Services, Inc  
Dutt Construction, LLC  
East Penn Manufacturing Co., Inc  
Eastern Telephone & Telecommunications, Inc  
Elementis Worldwide, Inc

## Membership (continued)

Emery Landscape Company  
Employee Benefits Consultants, LLC  
Essroc Italcementi Group  
Equinox Agency, LLC  
F & L Tire and Service  
FLSmith  
Fabtech Welding & Repair Corp  
Follett Corporation  
Gail Gray  
Gillespie Printing  
Gipson Studio  
Green Pond Country Club, Inc  
Gross McGinley, LLP  
Hampson, Mowrer, Kreitz Agency  
Hannabery Electric, Inc  
Hartzell's Pharmacy, Inc  
HealthAmerica  
Hess Healthcare Services  
Heyco, Inc  
Highmark Blue Shield  
IAI Construction, Inc  
Information Systems Manager, Inc  
Integrated Behavioral Health  
J.S.B. Industries  
JAS Wholesale  
Joanne Kostecky Garden Design  
K & M Associates, Inc  
Keenan-Nagle Advertising, Inc  
Keystone Precision Instruments  
kgb America  
KidsPeace  
Koch Shredding, Inc  
Kogelman Distributing Corp  
Kozak Enterprises  
LSI Corporation  
Lafayette College  
Larry E. Moyer, Chartered Financial Consultant  
Lehigh Oral & Maxillofacial Surgery  
Lehigh Retina Specialists  
Lehigh University  
Lehigh Valley Benefits Group  
Lehigh Valley Charter School for the Performing Arts  
Lehigh Valley Marketplace  
Lehigh Valley Safety Supply Co.  
Leotaur Technology Group  
Lewis Consulting Services  
Liberty Healthcare Corporation  
Lock Ridge Engineering, LLC  
Lutron Electronics, Inc  
M-R Weaver Excavating, Inc.  
Mack Trucks, Inc  
McCormack International  
Medco Health Solutions  
Merck & Company  
Metro Fuel Injection  
Michelman-Cancelliere Iron Works, Inc.  
Moravian College  
Motobella, Inc

# Membership (continued)

Muhlenberg College  
NAI Summit  
National Commission for Health Education  
Credentialing  
National Footwear, Inc  
National Vision Administrators  
Neighbor's Home & Garden Center  
New Covenant Christian Community Church  
Northampton Community College  
Novo Nordisk, Inc  
Odhner & Odhner Fine Woodworking  
Olympus Corporation of the Americas  
Ott Consulting, Inc  
PPL Corporation  
Pamela L. Meyer, D.O., P.C.  
Paragon Technologies, Inc.  
Penn Windows, Doors & Siding  
Pet Shop  
Pfizer, Inc  
Primary Care Associates  
Professional Site Management  
Protective Coating Company  
Quakertown Community School District  
Reading Area Community College  
Reading School District  
ReDCo Group  
Reeb Millwork Corporation  
Reinhardt Awning Co, LLC  
Reynolds & Reynolds Electronics, Inc  
Roberti & Roberti, LLC  
Salem Christian School  
Savid Resource Corp  
Schlofer Auto Body  
Scott Wannemaker, Inc  
Service Tire Truck Centers  
Shipping Plus Business Center  
Slatington Fabricators  
Solis Healthcare, LP  
Southern Lehigh School District  
Spectrum Administrators  
Sproco Construction  
Stephens Funeral Home  
Sternier Insurance  
Stonewall Club, LLC  
Taylor Rental  
Techo Bloc  
Total Marketing Resources, Inc.  
Twin Cedars Assisted Living  
Tyco Electronics  
United Concordia Companies, Inc  
Valley Builders, LLC  
Valley Preferred  
Vision Service Plan  
Volvo Construction Equipment  
Volvo Trucks North America, Inc  
Walgreens Health Initiatives  
West End Associates, Inc  
Yeager's Fuel, Inc  
Zipper Cord Corporation

# LVBCHC 2009 - 2010 Officers and Board Members

## Board Officers

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Chairman  
East Penn Manufacturing

**Mark Allen**

Vice Chairman  
Tyco Electronics

**Brad Mains**

Treasurer  
Olympus Corporation of the Americas, Inc

**Jack Gross**

Secretary  
Gross McGinley, LLP

**Tom Croyle**

President  
  
Immediate Past Chair  
Vacant

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**Erica Solivan**

Business Manager

**Mike Donio**

Project Coordinator

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**Myrna Rivera**

BBraun Medical, Inc

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Buzzi Unicem, USA Inc

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LSI

**Joe Huxta**

Mack Volvo

**Brad Mains**

Olympus

**Steve Russo**

PPL

**Mark Allen**

Tyco Electronics

# LVBCHC Staff



**Tom Croyle, LVBCHC  
Chairman**

**Tom Croyle** has over 30 thirty years experience in Human Resources, including labor relations and employee benefits. Prior to becoming President of the Coalition,

Tom was Director of Employee Benefits at PPL. Tom served on the Coalition's Board of Directors and was Chairman from 2007 to 2009.

Tom holds a B.A. in Labor Studies from Penn State and an M.A. in Human Resource Management from St. Francis University.

*"I'm fortunate to be able to work with a great staff and Board of Directors. It's been an honor to lead the Coalition over the past year. I firmly believe that through collaborative efforts of employers, health insurers, providers and other community resources we can improve the quality and cost of health care in our communities."*

**Erica Solivan** joined the Coalition in 2007 as the Business Manager. She handles the day-to-day office assignments, financial budgeting and tracking as well as organizing major Coalition educational programs. She is the main contact for the Coalition's small business product and the primary lead for the wellness program known as WellFirst Gold.



**Erica Solivan, LVBCHC  
Business Manager**

She supports Coalition membership growth by working with our vendors, brokers and members. *"Over the past year, I have seen some great changes to the organization and I am very excited to see what the future brings."*

**Michael A. Donio**, BS, MPA, ACHE reports directly to the LVBCHC President and carries out or undertakes assignments in support of the mission of the Coalition. In this position he provides direct support to the Board of Directors and standing Committees as well as ad hoc task forces formed by the Board. He monitors legislative and regulatory developments that impact employers in the area of employee benefits; prepares materials for Coalition events including Roundtables and the Annual Meeting.



**Mike Donio, LVBCHC  
Project Coordinator**

In addition, Mike oversees the production of the Coalition's official newsletter **Newsnotes**. *"Having been involved with the Coalition since the early 1980's, when I was part of the federal health planning program, it was very easy to transition and become a staff member of an organization that has shown not only longevity but innovation in the pursuit of its mission."*



Lehigh Valley Business Coalition on Health Care  
60 West Broad Street, Suite 105  
Bethlehem, PA 18018  
610.317.0130

[www.lvbhc.com](http://www.lvbhc.com)