



Employers committed to quality and affordable health care since 1980

**LEHIGH VALLEY BUSINESS
COALITION ON HEALTHCARE**

2013 ANNUAL REPORT

LVBCH AFFILIATIONS

LVBCH 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. LVBCH 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.

LVBCH 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, or member coalitions are committed to community health reform, including an improvement in the value of health care employer-plans.



The National Quality Forum (NQF) is a nonprofit organization that operates under a three-part mission to improve the quality of American health care by:

- Building consensus on national priorities and goals for performance improvement and working in partnership to achieve them;
- Endorsing national consensus standards for measuring and publicly reporting on performance; and
- Promoting the attainment of national goals through education and outreach programs.

2013 ANNUAL REPORT OF THE LEHIGH VALLEY BUSINESS COALITION ON HEALTHCARE

The issuance of our 2013 Annual Report marks a significant achievement in the history of an organization entering its fourth decade of service to employers and the community. The seminal event of the past year—receiving the **2013 NBCH Membership Award**—clearly establishes the *Lehigh Valley Business Coalition on Healthcare (LVBCH)* as a major, multi-state membership alliance of employers working to improve the quality and safety of medical care while providing affordable employee benefits.

While this report is primarily for our employer members, in a sense, it is also for all the communities we serve and in which we have an interest. Our new logo conveys the primary focus of the Coalition—**Leadership and Value**—as reflected in our **Vision, Mission and Goals**. Our activities and accomplishments in the employer community, as well as the business community at large, are listed on these pages. An overarching theme of this year's annual report is service: we've sponsored more education and information programs for our employer members, health plan partners, broker partners and providers than ever before. We define the needs of our members and then develop the best programs to meet those needs.

Our affiliation with the *National Business Coalition on Health (NBCH)*, *National Quality Forum (NQF)* and *The Leapfrog Group* will continue as we strive to build a culture of quality and safety in medical care. Expanding our reach, we now include children through our affiliation with the *Children's Care Alliance* of the Lehigh Valley.

Membership in LVBCH is at an all-time high, as our recruiting efforts with our partners has greatly expanded our reach and enabled us to grow beyond the region where it all began 33 years ago. Our **2013 Annual Report** reflects the continued efforts of our members and dedication of those who serve on the board and various committees to build a vibrant, thriving organization. LVBCH continues to deliver **Leadership and Value** well into its fourth decade.

VISION STATEMENT

LVBCH will be the recognized leader in providing access to quality and cost-effective health care programs.

MISSION STATEMENT

LVBCH 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
- Providing forums for the exchange of information, ideas and resources.

GOALS

- Encourage quality health care initiatives
- Expand educational initiatives by increasing opportunities
- Strengthen purchasing initiatives
- Increase membership in the organization

CHAIRMAN'S REPORT



TIMOTHY E. HINKLE
Chairman of the Board

In this, my first report to the membership, I am pleased to report that the state of the Coalition is once again **excellent!** Our membership is at an all-time high demonstrating the hard work and commitment of our Membership & Communications Committee who along with our vendor and broker-partners have done a great job in attracting new members.

The **National Business Coalition on Health (NBCH)** honored us with its “**2013 Membership Award**” presented to Tom Croyle at the annual NBCH conference in recognition of our superior leadership in value-based purchasing. This is just another example of the Leadership and Value provided by the Coalition.

Many of the challenges we faced this past year were as a result of the Affordable Care Act (ACA); however, with the decision to delay the employer mandate some of the apprehensions have been removed. As always, my top priority is: *keeping Coalition members abreast of the many challenges we face as we enter the uncertainty of health care reform as set forth in the ACA.*

I continue to rely upon our *committees* to develop activities and programs that keep our members fully informed and up to date. For example, this year we scheduled a record number of webinars, Roundtable sessions and employer forums. We also collaborated with adjoining Coalitions in Philadelphia and Lancaster to provide educational programs.

We continue our pursuit of high quality medical care through our efforts with the Leapfrog Group. As a Regional Roll-out Organization, we contacted every hospital in Eastern, Northern and South Central Pennsylvania and invited them to participate in the hospital survey and vie for the coveted “Top Hospital Award.”

We also work with our partner-vendors to provide a broad range of benefit programs at preferred pricing levels. Our arrangements permit employers to have more flexibility in the programs they design and offer to their employees.

I cannot say enough about the contributions of Board members, partner-vendors, broker-partners and the general membership who—time and time again—have stepped up to assist us in facing these challenges. Coordinating all these activities is our professional staff which performed in its usual and customary exemplary fashion. The end result is a vibrant, expanding and award winning employer coalition. Now, as I begin my term of office, I know I can count on Coalition members to join me in fulfilling the Coalition’s mission as set forth in our vision for the future.

A handwritten signature in black ink that reads "Timothy E. Hinkle".

Timothy E. Hinkle, Chairman of the Board — December 2013

PRESIDENT'S MESSAGE



THOMAS J. CROYLE
President

It was another successful year for your Coalition. It was a year represented by *accomplishment, change and challenge*.

The highlight of 2013 was the recognition we received from the *National Business Coalition on Health (NBCH)* in being honored with its **“2013 Membership Award.”** NBCH cited our leadership and efforts to improve the quality and efficiency of the health care delivery system, control health care expenditures and improve health at the community level. I was honored to accept the award on behalf of the Coalition, recognizing the hard work and commitment of everyone involved.

This year our educational and networking events provided excellent forums for the exchange of information, ideas and resources. We also began collaborating with neighboring coalitions in Lancaster and Philadelphia to sponsor programs for our members. Adding Webinars made it possible for more people to participate in these valuable programs.

Change is represented by the fresh new look we unveiled in May. Our new logo, and the use of **LVBCH**, embodies our core commitment of – *healthcare Leadership & Value*. Indicative of this change is the continued growth we see in the number of employees and lives enrolled in our partner-vendor programs. This change also extended to our relationship with members of the community. We built support among our health plan partners, pharmaceutical companies and the local provider community. For example, we are working with local hospital networks and physicians to connect two large school systems in a health information exchange to improve health care delivery for our children.

The *challenge* we face is building a sustainable membership base given the transformation occurring in the employer community. Our business leadership today is less concentrated in local communities—employers have been acquired, merged or consolidated. Their outlook is often more global than local. While the majority of LVBCH members are based in the Lehigh Valley, we have members headquartered in seventeen Pennsylvania counties and six states.

We need to work hard every day to build and maintain the Coalition in order to have the leverage needed to impact our local healthcare markets. As always, we are committed to working with providers and insurers to implement programs and initiatives for efficient health care delivery, improved patient safety and data transparency that can truly transform our nation's healthcare.

This, our 33rd Annual Report, outlines the significant activities and achievements of the past year by you, our valued members and associates.

A handwritten signature in black ink that reads "Thomas J. Croyle". The signature is written in a cursive, flowing style.

Thomas J. Croyle, President, LVBCH — December 2013

BOARD OFFICERS

Chairman

Timothy E. Hinkle, *Lehigh University*

Vice Chairwoman

Jeannine O'Callaghan, *C.F. Martin Guitar & Co., Inc.*

Treasurer

Joe Huxta, *Volvo-Mack*

Secretary

Jack Gross, *Gross McGinley, LLP*

President

Tom Croyle, *LVBCH*

Immediate Past Chair

Bob Johnston, *East Penn Manufacturing*

BOARD OF DIRECTORS

Myrna Rivera, *BBraun Medical, Inc.*

Jeannine O'Callaghan, *C. F. Martin & Co., Inc.*

Amy Trapp, *City of Allentown*

Carynna Matias, *Computer Aid*

Lori Young, *Crayola, LLC*

Bob Johnston, *East Penn Manufacturing*

Paul Chuckalovcak, *Essroc*

Maggie Mente, *FLSmith*

Jack Gross, *Gross McGinley, LLP*

Timothy E. Hinkle, *Lehigh University*

Mark Younes, *LSI Corporation*

Bill Bennett, *Olympus Corporation of the Americas*

Steve Russo, *PPL*

Dave Brodish, *Reeb Millwork*

Brenda Leader, *TE Connectivity*

Joseph Huxta, *Volvo-Mack*

COMMITTEE GOVERNANCE AND OBJECTIVES

EXECUTIVE COMMITTEE

Chair – Timothy E. Hinkle (Lehigh University)

The Executive Committee is comprised of Board Chair, Vice Chair, Immediate past Chair, 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 – Jeannine O’Callaghan (C. F. Martin & Co., Inc.)

Develops and schedules educational events for the membership including: Roundtable programs, Employer Forums, Webinars and the Annual Conference. Identifies appropriate program resources within LV BCH to conduct these events as well as consulting with other non-business Coalition members.

GOVERNMENT COMMITTEE

Chair– Paul Chuckalovcak (Essroc)

Monitors ongoing developments related to legislation, regulations and their possible affects on LV BCH and its members. Distributes information to LV BCH members directly by e-mail or through postings on the Coalition’s website as provisions of the healthcare reform legislation are scheduled for implementation.

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. On an annual basis, the Committee reviews all partner relationships and recommends any revisions; compares the current market to our existing arrangements; and recommends to the Board further actions when needed. Also establishes sub-committees to oversee specific purchasing partner arrangements as needed.

MEMBERSHIP & COMMUNICATIONS COMMITTEE

Chair – Jack Gross (Gross McGinley LLP)

Responsible for disseminating information about the Coalition’s mission and activities to current and prospective members as well as others through: press releases, promotional materials, website updates and member newsletter. Plans strategies and produces informational pieces for the purpose of making LV BCH more visible to the community.

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. Also oversees the Coalition’s role as a Leapfrog Group Regional Roll-out Organization responsible for conducting the Hospital Survey Program.

WELLNESS COMMITTEE

Chair – Maggie Mente (FLSmith)

Plans and coordinates wellness activities for LV BCH including the scheduling wellness forums and other wellness related programs. Also serves as a resource for member companies, who are in various stages of offering wellness programs.

33RD ANNUAL CONFERENCE LARGEST IN COALITION'S HISTORY

“The Business Case for Employee Wellness & Hospital Safety”



Making the case for employee wellness and hospital safety were **Dee Edington, PhD** (*Edington Associates*) sponsored by **AllOne Health Management Solutions** and **Missy Danforth** (*The Leapfrog Group*) sponsored by **BSI Corporate Benefits**.

Dr. Edington's presentation ***“Employee Health Management as a Serious Business Strategy”*** drew on more than four decades of his research into studying the relationship between healthy employees and a productive workplace. Enlightened employers recognize that having a healthy workforce is more than providing medical benefits. As he pointed out, employers need to examine the health risks their employees face and design programs that address these risks. He went on to explain that within any workforce there are basically three risk categories: ***Low, Medium and High***. Obviously, addressing the high risk employees, and managing these risks is desirable in order to control expenditures. The old paradigm was—wait till there is a problem then treat. Today, the approach is to integrate the whole person into the environment and culture and engage the total population. In quality terms, this translates to fixing the system that leads to the defects before they happen. According to Dr. Edington, this includes fixing a business structure that doesn't value wellness, or puts enough emphasis on the contribution it makes toward a healthy workplace and more productive employees.

On hand to address the second part of the program ***“Using Hospital Safety Scores & Quality Ratings to Steer Your Employees & Their Families toward Safer Care”*** was Missy Danforth, Sr. Director, Hospital Ratings for **The Leapfrog Group**. Prior to beginning her presentation, Ms. Danforth directed attendees to a site where they downloaded a Leapfrog App used to obtain hospital safety information. She did so to illustrate one of her major points: *consumers need more information when making medical decisions*. The other points in order are: *variation in hospital performance is real, harmful and expensive; and, you have the right to demand more information, and by doing so, you will impact quality, safety and cost*. Leapfrog uses a proven methodology to develop quality ratings for hospitals by utilizing standard data collection methods familiar to all hospitals. This information is used to develop Leapfrog's well-known ***“top hospitals.”*** Another measure developed for consumers is the ***Hospital Safety Score*** which produces an overall letter grade for each facility. Once again, the methodology is based on national measurement parameters accepted by the industry. These measures assist employers in not only improving overall medical care, but also directing their employees to the best performing facilities.



SOME OF THE RECORD ATTENDANCE AT THE 2013 ANNUAL CONFERENCE



Program booklet and guests



Attendees networking and visiting our sponsors



Preparing for the start of our program

LVBCH EDUCATIONAL INITIATIVES

LVBCH education initiatives include Roundtable sessions, Employer Forums and Webinars. Throughout the year, LVBCH provides its members with programs that address critical employee benefits issues.

LVBCH Partner Express Scripts Inc. Hosts PBM Sessions for Members and Broker-Partners



Pictured (L-R): Employers receive specific data on their employees' use of prescription and specialty pharmacy medications. The LVBCH program covers 60,000 lives with some \$60 million in expenses. Broker-partners participated in a seminar on *“Drug Benefit Analytics: Understanding and Managing Drug Benefit Risks”* designed to assist brokers in analyzing various aspects of PBM contracts that best meets the needs of their clients.

BBraun Hosts April Wellness Forum “Strategies for Changing Employee Behavior” at its B Well Center



Attendees receive a warm welcome to the BBraun facility from **Rex Boland**, VP and General Manager BBraun Allentown (R) while attendees (L) listen to panelists as various strategies and approaches to changing employee behavior are discussed. Panelists (center, L to R): **Sherelyn D. Hammett** (UnitedHealthcare); **Nancy Novo Lusignan** (Aetna); **Eileen Noakes** (Cigna) and **Nicole Gaudette** (Capital BlueCross) shown with **Tom Croyle** welcoming everyone to the Forum.

LVBCH EDUCATIONAL INITIATIVES

Employer Forum: “Benefit Trends & Open Enrollment Best Practices”



Representatives from *Mercer* included (L-R) **David S. Matey**, *Sales Professional*, **Renee Frisch**, *Principal* and **Amie Smith-Murata**, *Senior Associate*. They conducted the session on benefits trends and open enrollment best practices. This is just one example of how our members support LVBCH’s mission to provide a forum to exchange information. Coalition member *Olympus Corporation of the Americas* hosted the event at its Center Valley campus.

Immunization Webinar: “Adult Immunization: Moving Beyond Influenza” presented by LVBCH member *Pfizer* and conducted by **Jerry Reeves, MD**. This Webinar was a first for the Coalition in that it was a collaborative effort involving the *Lancaster County Business Group on Health* led by **Jim Schmucker** and the *Greater Philadelphia Business Coalition on Health* led by **Neil Goldfarb**. **Andy Allison** from *Benfield Consulting* was also instrumental in organizing this Webinar.

Behavioral Health Webinar: “Unmanaged Behavioral Health Puts Your Company at Risk” Long-time purchasing-partner, and LVBCH member, *Integrated Behavioral Health (IBH)* sponsored the May 15th webinar conducted by **Dr. Sam Mayhugh**. Some of the points covered by Dr. Mayhugh included: the prevalence of behavioral health conditions, how these conditions are treated and what employers can do to ensure their employees have access to a full range of behavioral health services.

Obesity Webinar: “Closing the Gap in Obesity Management Solutions” presented by *Eisai Inc.* and conducted by **Kevin McCabe, MD, Executive Director, Occupational Health and Wellness** for *SC Johnson*. Topics covered included, the cost of productivity loss among workers; strategies to prevent and manage obesity; incorporating pharmacotherapy in obesity prevention and management; and creating a framework for integrating obesity solutions into value-based benefits design.

LVBCH EDUCATIONAL INITIATIVES



August Roundtable: "PPACA Update – What's Next for Employers?" Keeping up with the changes brought about by the *Affordable Care Act (ACA)* is a full time job for many employers and their harried benefits professionals. The decision by the Obama Administration to delay the employer "pay or play" mandate is one such example of a sudden change in direction. Given the magnitude of the decision, and its effect on employers, the Coalition's August Roundtable addressed the fallout head on with a moderated panel discussion. Pictured (L-R): **Tom Croyle (LVBCH)**, **Joe Huxta (Volvo Mack)**, **Colleen Bruce (NBCH)**, **Tony DaRe (BSI Corporate Benefits)**, **Colleen Rackley-Cuda (Aetna)** and moderator **Barry Carleton (Towers Watson)**.



October Roundtable: "Patient-Centered Medical Home & ACO's" LVBCH member Merck sponsored the October Roundtable featuring moderator **James E. Barr, MD**, (Medical Director, **Optimus Healthcare Partners** and **Atlantic Health Systems ACO's**) pictured with panelists (L-R): **Michael A. Abgott, MD**, (Chief of Family Medicine for **St. Luke's University Health Network** & Medical Director for **St. Luke's Physician Group**), **David W. Bowers, MD**, (Chief Clinical Officer and Interim Director, **Reading Health Physician Network**), **Rick Hammer, MD**, (Vice President, Clinical Market Development, **Capital BlueCross**) and **Eric J. Gertner, MD**, (Medical Director, PCMH & Practice Transformation, **Lehigh Valley Health Network**).



United Concordia Dental UCWellnessSM Seminar **James B. Bramson, DDS** (Chief Dental Officer, **United Concordia Companies**), conducted the program that focused on the latest science about the medical/dental connection and revealed the results of a major study that explained how treating certain chronic disease patients who also have gum disease can save thousands of dollars annually on medical costs. Topics included: *the science behind the connection between oral disease and chronic diseases such as diabetes, heart disease and strokes; how gum disease affects your overall health; how treating gum disease can significantly lower medical costs; and how medical and dental insurance coverage can be integrated.*

LVBCH COMMUNITY INVOLVEMENT

Coalition Recognizes Innovation in the Workplace



Shown accepting for their respective organizations are: Tracy Onorofsky (Capital BlueCross), Rick Jones, Sr. Vice President and CFO (Reading Health System), Sharon Faust, Director of Payor Relation (Reading Health System), Scott Fair (Banyan Consulting), David Bowers, MD, Interim Executive Director, Chief Medical Officer (Reading Health Physicians Network), Bob Johnston (East Penn Manufacturing), and Tom Croyle, President, (LVBCH).

LVBCH is once again proud to recognize those employers and organizations that demonstrate ingenuity and creativity in addressing employee workplace and community health improvements. One such project is the collaborative efforts of **East Penn Manufacturing, Reading Health System, Capital BlueCross** and **Banyan Consulting** in developing the **Primary Care Plus™** program. **Primary Care Plus™** is the Reading Health System's new approach to primary care which focuses on improved quality of care through prevention and clinically integrated services. East Penn employees and their family members—enrolled in the *Capital BlueCross HMO*—who select a *Reading Health System* Primary Care Physician benefit from an enhanced level

of services. *Banyan Consulting* provides data analytics that will help measure the effectiveness of *Primary Care Plus* and identify opportunities to improve patient health.

LVBCH actively supports the Children's Care Alliance (CCA) of the Lehigh Valley a collaborative effort of school districts and healthcare providers. Participants



include the Allentown and Bethlehem Area school districts along with Good Shepherd Rehabilitation Hospital, Lehigh Valley Health Network, St. Luke's University Health System and Sacred Heart Healthcare System. The goal is the establishment of an electronic Health Information Exchange (HIE) where providers and school nurses can easily share medical information about students. This project is strongly supported by the Coalition because of its value to not only students and their parents but employers as well.

Tom was a guest on Bethlehem's WBPH TV-60 talk show "Taking the Initiative." The program is hosted by Rev. William Kuntze, and covers stories about local people making a difference in their community. During the program, Tom and Rev.



Kuntze covered topics such as the beginnings of the Coalition, our members, our services and how LVBCH and its members contribute to the community. A link to view the show is available on our website.

COALITION COMMUNITY INVOLVEMENT

NBCH National Membership Award Presented to LVBCH

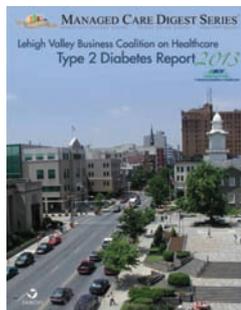
LVBCH was honored with the *2013 Membership Award* by the National Business Coalition on Health (NBCH) for their leadership and efforts to improve the quality and efficiency of the health care delivery system, control health care expenditures and improve health at the community level. In making the presentation, Karen Linscott, NBCH chief operating officer said, “As health care costs continue to rise, coalitions are playing a critical role in reforming the system through community collaboration and purchasing strategies to improve the quality and value in care delivery. We’re pleased to highlight LVBCH’s leadership and creativity which is helping to improve health and health care in Pennsylvania.”



Pictured left to right: **Karen Linscott**, Chief Operating Officer, NBCH; **Susan Szymanski**, Board of Governors, NBCH; **Thomas J Croyle**, President, LVBCH; **Rachel Burger**, Project Manager, LVBCH

LVBCH and Sanofi: Type 2 Diabetes Report for 2013: Critical Information for Providers and Employers

This regional report covers markets in the *Lehigh Valley, Harrisburg, Reading and Scranton* detailing key demographics, financial, utilization, pharmacotherapy and health outcomes measures. Also included are state and national benchmarks to better assist employers and providers in identifying the populations most at risk.



Reports such as these assist employers in designing screening and wellness programs to assist their employees in maintaining a healthy life style. The complete report—in pdf version—is available on the LVBCH website at www.LVBCH.com. We thank our partner Sanofi US for

its support of this important health metric study. It’s another example of the *Leadership and Value* provided to Coalition members.

Leapfrog Top Hospitals 2013

The Leapfrog Group announced the winners of its “*Top Hospital*” award at its annual meeting in Washington, DC. This year, **Geisinger Wyoming Valley** and **Hahnemann University Hospital** were the only Top Hospital award winners from our region. To qualify for this honor, eligible hospitals must also earn an “A” from Leapfrog’s Hospital Safety Score, which grades hospitals based on expert analysis of infections, injuries and medical errors. Demonstrating the highest standards in quality of care and resource use, Top Hospitals have: **lower infection rates, higher survival rates for high-risk procedures, decreased length of stay and fewer readmissions.** The Coalition salutes all the winners and thanks all the hospitals that completed the Leapfrog Hospital Survey.

LVBCH Board Plans for the Future: Meeting Critical Challenges and Opportunities

The November Board Retreat afforded members an opportunity to network and discuss ways for moving the Coalition forward. Session facilitators Don Robertson (L) and Donna Bodek-Goss (R), Co-Directors Leadership Development Institute Northampton Community College, led the discussion and assisted members in examining the critical challenges and opportunities the Coalition faces as it pursues its mission. Some of the major issues discussed were: **growing and expanding the community; increasing provider cooperation; encouraging members to be engaged; linking major events to educational forums; cross committee collaboration; and explaining the value of LVBCH to employees.** Board members look forward to incorporating these guideposts in the coming year.



2012 ANNUAL CONFERENCE AND RECOGNITION AWARDS

“Leadership-Quality-Value: Healthcare in a Time of Change”



Building on the theme of “**leadership-quality-value**,” the 2012 Annual Conference continued and expanded the discussion begun at the 2011 Annual Conference: *the patient engagement challenge and how best to meet it*. Our program included a keynote address by **Dr. Kyra Bobinet (Aetna)** who brought a Southern California flavor to her presentation on “*what works*.” As she explained, sometimes it’s best to simplify and get down to basics. Our panel discussion, moderated by **Laura McHugh** from **Lehigh Valley PBS-39**, featured: **Christina Stasiuk, DO, FACOI**, Senior Medical Director, **Cigna**; **Mark Wendling, MD**, **Lehigh Valley Physicians Group**; and **Sharon Frazee, PhD**, Vice President Research & New Solutions, **Express Scripts**.

Recognition Award Recipients for 2012: BBraun Medical Inc. and Valley Preferred



BBraun Medical was honored with the “**Employer Innovation Award**” for its “**B Well Center**” an on-site health clinic. And, Coalition partner-vendor **Valley Preferred** was presented with the “**Partnership Award**” in recognition of its efforts to support the Coalition’s mission. Coalition award recipients shown, with (L-R) Chairwoman **Celeste Coffey (FLSmith)** and Coalition president **Tom Croyle**. Pictured above **Myrna Rivera (BBraun Medical)** accepting the employer award, and **Dr. Jack Lenhart, Valley Preferred**, accepting the partnership award.

LVBCH 2013 PURCHASING PARTNERS

At times our partners may change as we strive to provide our members with the most competitive plans and rates available.

Medical "Preferred Pricing" Partners



Other Medical Partners



Dental Partner



Vision Partner



Prescription Drug Partner



Mental Health Partner



Health Education and Wellness Partner



2013 LVBCH MEMBERSHIP

Our membership is comprised of many different types and sizes of companies. Some are international in scope, while others are regional or local employers.

- Abington Manor at Morgan Hill
- Advertising Specialty Institute
- Aesculap
- Aesthetic Surgery Associates
- Aetna
- All Steel Service, Inc.
- Allentown City School District
- Allentown Parking Authority
- Alliance for Building Communities, Inc.
- AllOne Health Management Solutions
- American Airlines
- AstraZeneca
- BBraun Medical Inc.
- Bangor Area School District
- Banyan Consulting, LLC
- Ben Cook Racing, LTD
- Bethel Bible Fellowship Church
- Bethlehem Christian School
- Block Insurance Agency, Inc.
- Blue Mountain School District
- Borough of Freemansburg
- Boyertown Area School District
- Brandywine Heights Area School District
- Bridge Gap Engineering, LLC
- Brown & Brown of the Lehigh Valley
- BSEG, LLC
- BSI Corporate Benefits
- Burnham Holdings, Inc.
- Buzzi-Unicem USA, Inc.
- C. F. Martin & Co., Inc.
- Capital BlueCross
- Carbon Career & Technical Institute
- Carbon Lehigh Intermediate Unit
- CarePartners Plus
- Caruso Benefits Group, Inc.
- Catasauqua Area School District
- Cedar Crest College
- Center for Allergy & Asthma
- Cetronia Ambulance Corps.
- Chaar Saddlery, LLC
- Cigna
- City of Allentown
- City of Bethlehem
- City of Shamokin
- College Nannies & Tutors
- Computer Aid, Inc.
- Concannon, Miller & Co.
- Connective Tissue Gene Tests
- Conrad Weiser Area School District
- Coordinated Health
- County of Lehigh
- County of Northampton
- Crayola, LLC
- Creative Landscapes
- Delta Dental
- DeSales University
- Dick's Sporting Goods, Inc.
- Diocese of Allentown
- Direct Response Associates
- Distinctive Tile & Stone
- Drabenstott Communications, Inc. "Spark"
- East Penn Manufacturing Co., Inc.
- East Penn School District
- Eastern PA Endoscopy Center
- Elementis Worldwide, Inc.
- Equinox Agency, LLC
- Essroc Italcementi Group
- Express Scripts
- Fabtech Welding & Repair Corp
- First Commonwealth Federal Credit Union
- First Generation Visual Communications
- FLSmidth
- Follett Corporation
- Gillespie Printing
- Giorgio Health & Welfare Plan
- Godiva Chocolatier
- Good Samaritan Hospital
- Greater Reading Chamber of Commerce & Industry
- Gross McGinley, LLP
- H.A. Berkheimer Inc.
- Hartzell's Pharmacy, Inc.
- Heyco, Inc.
- Highmark Blue Shield
- HMK Insurance

- Indicon, Inc.
- Integrated Behavioral Health
- Inter-Tech Supplies, Inc.
- J.S.B. Industries
- Jim Thorpe Area School District
- Just Born, Inc.
- Keenan-Nagle Advertising, Inc.
- Kelly Car Truck Center
- Keystone Precision Instruments
- kgb USA, Inc.
- Khubchandani-Stasik-Rosen, PC
- KidsPeace Corporation
- Korpics Kontracting, Inc.
- Lafayette College
- Lancaster City Housing Authority
- Larry E. Moyer, Chartered
Financial Consultant
- Lehigh Carbon Community College
- Lehigh Career & Technical Institute
- Lehigh Retina Specialists
- Lehigh University
- Lehigh Valley Benefits Group
- Lehigh Valley Safety Supply Co.
- Lehigh Valley Workforce
Investment Board
- Lehighon Area School District
- Lentz-Koma Insurance Agency
- Liberty Healthcare Corporation
- LSI Corporation
- Lutron Electronics, Inc.
- Mack Trucks, Inc.
- MaidPro
- Mercer Health & Benefits
- Merck & Company
- Mid-State Occupational Health
Services, Inc.
- Miers Insurance
- Monroe County Commissioners
- Moravian College
- Muhlenberg College
- NAI Summit
- National Commission for Health
Education Credentialing
- National Vision Administrators
- Natural Light Window, Co.
- Neighbor's Home & Garden Center
- Northampton Community College
- Northern Lehigh School District
- Northwestern Lehigh School
District
- Novo Nordisk, Inc.
- Nu Vu Contractor, Inc.
- Odhner & Odhner Fine
Woodworking
- Olympus Corporation of the
Americas
- Opti-Mate, Inc.
- Ott Consulting, Inc.
- Palram Americas, Inc.
- Panther Valley School District
- Paragon Technologies, Inc.
- Parkland School District
- Pat Calantoni Construction
- Penn Iron Works, Inc.
- Pfizer, Inc.
- PPL Corporation
- Private Industry Council of
Lehigh Valley, Inc.
- PRL, Inc.
- Pulmonary Medicine, PC
- Reading Area Community College
- Reading School District
- Reeb Millwork Corporation
- Restoration Services
- Reynolds & Reynolds Electronics,
Inc.
- Roberti & Roberti, LLC
- Sacred Heart HealthCare System
- Salem Christian School
- Salisbury Township School
District
- Savitz Organization
- Schlouch, Inc.
- Southern Lehigh School District
- Spectrum Administrators, Inc.
- Spectrum Homes
- St. Luke's University Health
Network
- Taylor Rental
- TE Connectivity
- Tepes Construction
- TimberRock Enterprises, LLC
- Tom Hall Auction, Inc.
- United Concordia Companies, Inc.
- United HealthCare
- University of Scranton
- Urology Specialists of the Lehigh
Valley
- Valley Builders, LLC
- Valley Preferred
- Vision Service Plan
- Volvo Construction Equipment
- Volvo Trucks North America, Inc.
- Warner Benefits
- Weatherly Area School District
- West End Associates, Inc.
- Whitehall Coplay School District
- Whitehall Turf Equipment
- Wildcat Construction Cleaning
- Yeager's Custom Cabinetry

LVBCH STAFF



Thomas J. Croyle, joined the Coalition in 2010 as President. Prior to that, Tom spent more than 30 years with PPL including as Director of Employee Benefits. Tom holds a B.A. in Labor Studies from Penn State and an M.A. in Human Resource Management from St. Francis University.

“This was an exciting year for LVBCH. I am encouraged by the continued progress we made in our markets and as an organization. We highlight the impact employers have in changing the healthcare system. We want to appropriately share the risks and rewards of improved health for our employees and their families. In the end, we want to pay for value, not volume.”



Rachel Burger, Project Manager, joined the Coalition in 2012. Prior to joining the Coalition, Rachel worked for PPL, a global energy company, for more than 30 years where she gained valuable experience in a variety of different areas including Marketing, Human Resources and Benefits. She has a B.S. in Marketing from King’s College.

“My first year with LVBCH was fun, exciting and rewarding. I’ve met a lot of new and interesting people and feel fortunate to work with such a talented and engaged group of individuals who are truly committed to improving the quality and affordability of health care for employees and their families.”



Wendy Manarino, Business Manager, joined the Coalition in 2013 as a Business Manager after 17 years with FLSmidth, Inc. in various capacities including as an accounts payable specialist. Wendy began her career with an FLSmidth sister company Fuller Bulk Handling. She holds an Associate’s Degree in Business Management from Bucks County Community College.

“This is a whole new opportunity for me and I look forward to the challenge. I am very excited to be working with committee members from all over the Lehigh Valley.”



Erica Solivan, Administrative Consultant, joined the Coalition in 2007 and was responsible for the day to day operations of the Coalition. Although she is no longer involved in the day to day workings of the Coalition, she assists in maintaining the website and other Coalition member information projects.

“This past year has brought about many changes. As an organization we continue to grow and expand our region, we continue to add value, education and savings for our members. We are no longer the best kept secret in the Valley. I’m confident this organization—with the support of our members—will flourish.”



Michael A. Donio, Project Consultant, joined the Coalition in 2005 before retiring in 2012. Mike stays active with the Coalition by serving as editor of *NewsNotes* and other publications. Mike holds a MPA with a specialty in health care administration from Penn State University and a BS degree in business administration from Marshall University.

“Leadership and Value underscores the mission of the Coalition in serving its members for almost four decades. There is no better reflection of dedication to mission than the ongoing expansion of both membership and programs for our members.”



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