



The **Business Coalition on Healthcare**

60 West Broad St. • Suite 105 • Bethlehem, PA 18018
Phone: 610-317-0130 • Fax: 610-317-0142

Employers committed to quality and affordable health care since 1980

www.LVBCH.com

FOR IMMEDIATE RELEASE

April 6, 2015

For more information, contact:

Tom Croyle

E-mail: tcroyle@lvbch.com

LVBCH Celebrates 35th Anniversary

One of the First Healthcare Coalitions in the Nation

Annual Conference Features Nationally Renowned Healthcare Leaders

Bethlehem, PA (April 6, 2015) The *Lehigh Valley Business Coalition on Healthcare (LVBCH)* is celebrating the 35th anniversary of its founding. In 1980, Lehigh Valley business leaders concerned about major changes affecting the healthcare industry joined forces to work for improvements in how medical care was provided, utilized and compensated. At that time, employers did little more than pay premiums to cover medical insurance policies; however, a group of forward-looking executives from the Lehigh Valley knew that they needed to be more involved and have more input to the system. Under their direction and leadership, came the organization known as the *Lehigh Valley Business Coalition on Healthcare*.

DeSales University is the setting for the 35th anniversary Annual Conference set for Friday, May 8, 2015, from 8 am till 2 pm in the University Center Building. The theme of this year's conference is: **"Healthcare in Transition - Policy, Population and Practice."** Attendees will learn how systems are adapting and becoming more efficient while raising the quality of care. They will also learn how policy changes impact care and how employers can be involved in the policy discussion. Finally, they will learn how public reporting and accountability in medical care is changing how care is delivered and reimbursed.

Tom Croyle, LVBCH President, in commenting on the program said, "For 35 years, LVBCH employers have been focused on access to quality, affordable healthcare. Our employers are deeply invested in the health and well-being of their employees and their families. They provide health insurance benefits to over 280,000 people and are firmly committed to the success and sustainability of the local healthcare systems in their communities."

“We are extremely fortunate to be able to bring together employers, health care providers and health insurers to hear and learn from leading experts involved in making positive transformational changes in how we deliver and value care, “ said Croyle.

Scheduled to speak are:

Robert Laszewski, President, Health Policy and Strategy Associates. Bob is a well-known and highly regarded expert on health care policy. He combines a unique blend of 20 years of "inside the Beltway" experience with 20 years of operational experience having run a health insurance business.

Gary Kaplan, MD, FACP, FACMPE, FACPE, Chairman and CEO Virginia Mason Health System. Under Dr. Kaplan's leadership, in 2002 Virginia Mason became the first health system in the United States to adapt the principles of the Toyota Production System. Virginia Mason has earned international recognition for innovation, quality, safety and efficiency.

David B. Nash, MD, MBA, Dean, Jefferson School of Population Health. Dr. Nash is widely recognized as a pioneer in the public reporting of outcomes. Through publications, public appearances, his "Nash on the Road" blog, and an online column on MedPage Today, Dr. Nash routinely reaches more than 100,000 people every month.

Coalition partners **Capital BlueCross** and **Express Scripts** are once again the premier sponsors of this year's Annual Conference, which includes a breakfast and buffet lunch. In addition to the premier sponsors, other partner-vendors will be on hand to meet with attendees. The LVBCH Annual Conference is an excellent opportunity to learn what is available to employers in the area of employee benefits as well as network with other professionals. There is no charge for LVBCH employer members; however, there is a \$100 charge for non-Coalition members. To register, visit www.LVBCH.com and complete the on-line registration form. **There are no registrations at the door.** Registration and payment are due by Monday, April 13th. For more information, contact LVBCH at (610) 317-0130.

About LVBCH

LVBCH is a multi-state, not-for-profit, employer coalition striving to provide the finest health care coverage possible for their employees, in the most economical fashion. 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 Business Coalition on Health**, the **National Quality Forum** and **The Leapfrog Group**. For more information, visit www.LVBCH.com.