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## **Lehigh Valley Business Coalition on Healthcare (LVBCH) and Capital BlueCross Extend Preferred Partnership through 2024**

**Bethlehem, Pa.** – The Lehigh Valley Business Coalition on Healthcare (LVBCH) and Capital BlueCross have extended their preferred partnership through 2024, ensuring Coalition members can continue to benefit from high-quality, cost-efficient group health insurance.

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.

“Since our relationship began in 2013, Capital BlueCross has been a valued partner of the Coalition,” said LVBCH President Carl Seitz. “With this extension, Capital BlueCross will continue to bring outstanding value to Coalition members, a point that’s more important than ever as employers and their employees are facing unprecedented economic pressure. We appreciate how Capital BlueCross directly contributes to the LVBCH’s mission to improve the delivery, cost, and quality of healthcare in our communities.”

As a health insurer with offices and a significant presence in the Lehigh Valley, Capital BlueCross has built a respected reputation in the region for delivering improved healthcare quality and outcomes, while addressing overall costs for its employer group customers and their employees.

“We’re excited to enter this next chapter together and look forward to supporting the Coalition’s mission and continued development,” said Todd A. Shamash, Capital BlueCross’ president and CEO. “Our preferred partnership with the LVBCH provides benefit for employers as well as the Lehigh Valley as a whole -- providing innovative solutions that allow the region’s employers to better manage their total cost of care.”

As part of the extended partnership, LVBCH and Capital BlueCross will continue to collaborate to develop programs and services to benefit LVBCH members.

### **About LVBCH**

LVBCH is a multi-state, not-for-profit, coalition of employers striving to provide access to quality affordable healthcare for their employees. The Coalition’s mission is to improve the delivery, cost and quality of health care in our communities through: Collective

employer action; Quality and data initiatives; Value based purchasing; and, Providing forums for the exchange of information, ideas and resources. The Coalition is also a member of the National Alliance of Healthcare Purchaser Coalitions, the National Quality Forum and The Leapfrog Group. For more information, visit [www.LVBCH.com](http://www.LVBCH.com).

### **About Capital BlueCross**

For more than 80 years, [Capital BlueCross](#) has served 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 health and wellness centers provide in-person service and inspiration to help people reach their health goals. Capital BlueCross is an independent licensee of the BlueCross BlueShield Association.

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