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LVBCH Innovation & Partnership Award Winners Announced at 2014 Annual Conference ESSROC and Capital BlueCross Garner Honors

Bethlehem, PA (May 8, 2014) Lehigh Valley Business Coalition on Healthcare (LVBCH) continued the practice of recognizing outstanding employer innovation and partnership performance by naming **ESSROC** and **Capital BlueCross** award winners for 2014.

As the employer innovation award winner, *ESSROC* was recognized for its commitment to innovative approaches in improving the health and safety of its workforce and implementing a value-based benefits program focused on better corporate-wide health and improved employee productivity. The innovation award is presented to an LVBCH employer who best demonstrates unique approaches to employee health, wellness and productivity in the preceding year.

The 2014 partnership award cited *Capital BlueCross* for its collaboration and support of LVBCH employers in seeking value for their health care dollars and for promoting and marketing LVBCH to employers in Eastern and Central Pennsylvania. The partnership award is a measure of the value LVBCH places on its relationship with Capital BlueCross and the value it brings to employer members.

Accepting for their respective organizations were **Paul Chuckalovcak** (*Director Compensation & Benefits for ESSROC*) and **Tracy Onorofsky** (*Senior Vice President, Commercial Group Sales for Capital BlueCross*). This marks the fifth consecutive year that LVBCH purchasing partners and employers were recognized at the organization's Annual Conference.

In commenting on the awards recipients, Tom Croyle, LVBCH President, said, "*The employer innovation award recognizes novel and unique ways our employers react to the fast-paced changes and focus on improving the health and productivity of their employees. The partnership award recognizes the contributions of our health plan partners and work they do to support LVBCH and their collaboration with us on healthcare issues.*"

About LVBCH

LVBCH is a multi-state, not-for-profit coalition of employers 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.