



Since 1980, the Lehigh Valley Business Coalition on Health Care has proven that, when it comes to managing employee healthcare costs, there is strength in numbers.

Today, nearly 200 regional businesses—ranging in size from less than 100 to several thousand employees—are members. Through our vendor partnerships, we provide healthcare coverage for approximately 250,000 employees and their family members.

To reflect this growth, we are now introducing a new look that builds on our history while focusing on the challenges of the future. Our new logo embodies two core commitments: Leadership & Value—The Business Coalition on Healthcare.

There has never been a stronger Coalition for businesses seeking new solutions for employee healthcare.

There has never been a better time to join us.



Employers committed to quality and affordable health care since 1980

www.LVBCH.com | 610-317-0130



The Business Coalition on Healthcare

Employers committed to quality and affordable health care since 1980

Welcome to LVBCH's 33rd Annual Conference

***“The Business Case for
Employee Wellness
& Hospital Safety”***

**Tuesday, May 21, 2013
8:00 a.m. – 1:30 p.m.**

**Holiday Inn Conference Center
7736 Adrienne Dr., Breinigsville, PA 18031
www.hilehighvalley.com**

LVBCH gratefully acknowledges and sincerely thanks our two “premier” sponsors of this year’s Annual Conference



Capital BlueCross

Independent Licensee of the BlueCross BlueShield Association



EXPRESS SCRIPTS®

Please visit their booths in the Exhibit Area!

Gold Sponsors

	
	
	
	
	<p>Thank you Sponsors!</p>

Gold Sponsors

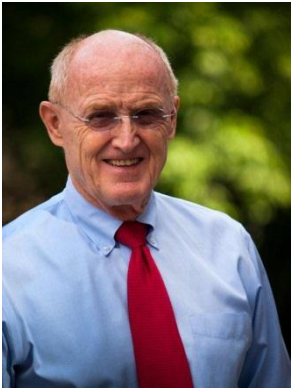
Silver Sponsors

- Coventry HealthAmerica
- Integrated Behavioral Health
- Spectrum Administrators
- TRICAST
- UnitedHealthcare

Program Schedule

8:00 – 8:30 a.m.	Registration, Networking & Continental Breakfast Exhibitor Area Open*
8:30 – 9:00	Welcoming Remarks & Program Introduction Thomas J. Croyle, President, LVBCH Celeste Coffey, Chair, LVBCH Jeannine O'Callaghan, Chair, LVBCH Education Committee
9:00 – 10:30	“Employee Health Management as a Serious Business Strategy” Dee W. Edington, Ph.D. Founder & Chairman of Edington Assoc. LLC Keynote Address Sponsored by AllOne Health Management Solutions
10:30 – 11:00	Break & Networking Exhibitor Area Open*
11:00 – 12:00	“Using Hospital Safety Scores & Quality Ratings to Steer Your Employees & their Families toward Safer Care” Missy Danforth Senior Director, Hospital Ratings The Leapfrog Group Sponsored by BSI Corporate Benefits
12:00 – 12:15 p.m.	Recognition Awards
12:15 – 1:30	Buffet Lunch & Networking Exhibitor Area Open*

* We gratefully acknowledge and sincerely thank all of our conference sponsors who are listed in this booklet. Without their enthusiastic support, this event would not be possible. Please make time to visit their displays in the Exhibit Area.



Dee W. Edington, Ph.D.

**Founder & Chairman
Edington Associates, LLC**

www.edingtonassociates.com

Dee Edington, Ph.D., is the Founder and Chairman of Edington Associates, LLC. He is the Founder and Professor of the University of Michigan Health Management Research Center and was the Director of the Center until June 2011. In addition to his research and teaching, Dr. Edington spent 25 years in academic administration.

Trained in mathematics, kinesiology, and biochemistry, Dr. Edington received his B.S. and Ph.D. degrees from Michigan State University and completed his M.S. at Florida State University. He did post-doctoral work at the University of Toronto and taught at the University of Massachusetts before coming to Michigan in 1976.

Dr. Edington's research focuses on the precursors of disease and vitality. His interest is in the relationships between healthy lifestyles, vitality, and quality of life, as they benefit both individuals and organizations. He is specifically interested in how individual health management, worksite wellness activities, and programs within organizations impact health care cost containment, productivity, and human resource development. He is the author or co-author of over 800 articles, presentations, and several books, including:

- Biology of Physical Activity
- Biological Awareness Frontiers of Exercise Biology
- The One Minute Manager Balances Work and Life
- Integrating Employee Health: A Model Program for NASA
- Employer Health Asset Management
- Zero Trends: Health as a Serious Economic Strategy

Dr. Edington brings nearly 40 years of expertise to Edington Associates and provides a creative learning environment to help organizations move towards achieving a Champion Company Status.



Missy Danforth

**Senior Director, Hospital Ratings
The Leapfrog Group**

www.leapfroggroup.org

Missy Danforth is the Senior Director of Hospital Ratings at The Leapfrog Group, a Washington, DC based, not-for-profit organization representing large employers and purchasers of health benefits working to make great leaps forward in the safety and quality of health care.

At Leapfrog, Ms. Danforth oversees the Leapfrog Hospital Survey and Leapfrog Hospital Recognition Program. In addition, she oversees Leapfrog's newest hospital ratings program: the Hospital Safety Score. Results from the Leapfrog Hospital Survey and the Hospital Safety Score provide important information to purchasers and health care consumers so they can make the best decisions regarding where to buy and receive care.

During her first three years at Leapfrog, Ms. Danforth served as the Senior Director for Communications and Membership where she was responsible for cultivating and maintaining business relationships with new purchaser member and health care industry partners, as well as leading the organizations communications efforts. During that time, she oversaw one of Leapfrog's most successful campaigns to date, the Early Elective Deliveries Campaign, which brought attention to the risks of scheduling newborn deliveries prior to 39 completed weeks and to the varying rates of early elective deliveries in hospitals across the country.

Prior to joining Leapfrog, Ms. Danforth was the Special Projects Manager of the Franklin Community Health Network (FCHN) based in Farmington, Maine where she led marketing, communications, and strategic planning. Before arriving at FCHN, Melissa operated as an independent grant writer where she obtained over half a million dollars in public health related grants in just 18 months.

Ms. Danforth received her undergraduate degree from The University of Maine at Farmington.