



New Era in Leadership & Value

for Employee Healthcare

Since 1980, the **Lehigh Valley Business Coalition on Healthcare** 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 nearly 225,000 employees and their families.

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.



The **Business Coalition on Healthcare**

Employers committed to quality and affordable health care since 1980



www.LVBCH.com | 610-317-0130



LVBCH 34th Annual Conference

“Strategies to Navigate a Health Care System in Transition”

May 8, 2014

DeSales University

www.LVBCH.com | 610-317-0130

The Lehigh Valley Business Coalition on Healthcare (LVBCH) gratefully acknowledges and sincerely thanks our two “premier” sponsors of this year’s Annual Conference



Capital BlueCross is an Independent Licensee of the BlueCross BlueShield Association



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.

Program Schedule

- 8:00 – 8:30 a.m. **Registration, Continental Breakfast & Networking
Exhibitor Area Open***
- 8:30 – 9:00 **Welcoming Remarks & Program Introduction**
Thomas J. Croyle, LVBCH President
Timothy E. Hinkle, Lehigh University, LVBCH Chairman
Jeannine O’Callaghan, CF Martin & Co., LVCBH Vice Chair
- 9:00 – 10:00 **“Choosing Wisely, Helping Healthcare Consumers Figure Out what To Do and Not to Do”**
John Santa, MD
Director, Consumer Reports Health Ratings Center
Sponsored by BSI Corporate Benefits
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- 10:00 – 10:30 **Break & Networking
Exhibitor Area Open***
- 10:30 – 11:30 **“Making Health Care Work for Everyone; We’re all in this Together”**
Reed V. Tuckson, MD, FACP
Managing Director, Tuckson Health Connections, LLC
Keynote Address Sponsored by Capital BlueCross & Express Scripts
- 11:30 – 1:00 **Luncheon & Presentation
“The Healthy Company in a Healthier World”**
Joseph M. Zubretsky
Senior Executive VP National Businesses, Aetna
**Sponsored by Aetna
Exhibitor Area Open***
- 1:00 – 1:30 p.m. **Recognition Awards & Sponsor Door Prizes**

*** Please visit our Sponsors in the Exhibit Area!**



John Santa, MD

Medical Director
Consumer Reports Health

ConsumerReportsHealth

www.ConsumerReports.org

John Santa, MD is a Medical Director at Consumer Reports Health. He was the Director of the Health Ratings Center from 2008 to 2013.

The Ratings Center focuses on explicit approaches evaluating and comparing health services, products, institutions and practitioners. Since coming to Consumer Reports, Dr Santa has represented consumers in multiple venues across the industry.

Dr Santa previously worked in leadership positions for hospitals, physician groups and health insurers. He was the administrator of the Office of Oregon Health Policy and Research from 2000 to 2003. He helped organize and implement an evidence-based approach to prescription drug purchasing that eventually came to be known as the Drug Effectiveness Review Project.

Dr Santa practiced primary care internal medicine from 1976 to 1992 and 2003 to 2008 in several settings, most recently at the Portland, Oregon VA. He received an MPH from Portland State University in 2005.



Reed V. Tuckson, MD FACP

Managing Director
Tuckson Health Connections, LLC

 **TUCKSON** Health Connections

www.tucksonhealthconnections.com

Reed V. Tuckson, MD is currently the managing director of Tuckson Health Connections, LLC, a health and medical care consulting business. Previously, he enjoyed a long tenure as Executive Vice President and Chief of Medical Affairs for UnitedHealth Group. A Section 16 officer of the company, Dr. Tuckson was a member of the Executive Operating Committee and responsible for oversight of the company's Foundation.

A recognized leader in his field, he is proud to have been featured by Black Enterprise Magazine in 2012 as one of the "Most Powerful Executives in Corporate America" and noted several times by Modern Healthcare Magazine within its listing of the "50 Most Powerful Physician Executives" in healthcare. A member of the Advisory Committee to the Director of NIH, he is an active member of the Institute of Medicine, serving in a leadership position on the use of data and analytics in healthcare. He serves on the Boards of the American Telemedicine Association and Howard University. Previously, he has served on US Government cabinet level health advisory committees concerned with health reform, infant mortality, children's health, violence, and radiation testing.

Dr. Tuckson is the author of "The Doctor in the Mirror", an ongoing book and media project that supports senior engagement to enhance health and medical care outcomes. Dr. Tuckson has served as the Commissioner of Public Health for the District of Columbia; SVP for Professional Standards of the AMA; SVP of the March of Dimes Birth Defects Foundation; and President of the Charles R. Drew University of Medicine and Science. He is a graduate of Howard University, Georgetown University School of Medicine, and the Hospital of the University of Pennsylvania's General Internal Medicine Residency and Fellowship Programs, where he was also a Robert Wood Johnson Foundation Clinical Scholar studying at the Wharton School of Business.



Joseph M. Zubretsky

Senior Executive VP National Businesses
Aetna



www.aetna.com

Joseph M. Zubretsky is Senior Executive Vice President, National Businesses. In this role, he is responsible for Aetna’s strategy and leads a portfolio of health and productivity solutions for multi-national corporations and their employees as well as leading provider organizations.

Mr. Zubretsky leads National Accounts and HealthagenSM, Aetna’s portfolio of health and technology services including Accountable Care Solutions, ActiveHealth Management, Medicity, and iTriage. He also leads Aetna’s national network contracting and care management areas; Aetna’s specialty products, including Behavioral Health and Pharmacy; as well as Payflex, Prodigy, Network Access Businesses, and Corporate Development.

Prior to his current role, Mr. Zubretsky served for six years as Aetna’s Chief Financial Officer. He has twenty-five years of experience as a senior executive in strategy, operating, and finance roles. He came to Aetna from UnumProvident Corporation, where he was Senior Executive Vice President of Finance, Investments and Corporate Development. In that capacity, he was responsible for Unum’s financial operations and capital management, investment management operations, enterprise risk management, and strategy development and planning.

Prior to Unum, Mr. Zubretsky was President and Chief Executive Officer of GAB Robins Group, a global insurance services company, for over six years. Concurrently, he was a partner with New York-based private equity firm, Brera Capital Partners, specializing in insurance industry investments. He has also served as executive vice president of business development and chief financial officer of MassMutual Financial Group, executive vice president and chief financial officer of Healthsource, Inc., and as a partner in the firm of Coopers & Lybrand.

Mr. Zubretsky is a native of Hartford and graduated from the University of Hartford where he received a Bachelor of Science in Business Administration.

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