



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. Our vendor partnerships provide healthcare coverage for 285,000 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.



www.LVBCH.com | 610-317-0130



LVBCH 35th Annual Conference

*“Healthcare in Transition
Policy, Population and Practice”*

May 8, 2015
DeSales University



www.LVBCH.com | 610-317-0130

The Lehigh Valley Business Coalition on Healthcare (LVBCH) gratefully acknowledges and sincerely thanks the two “premier” sponsors of the 2015 Annual Conference

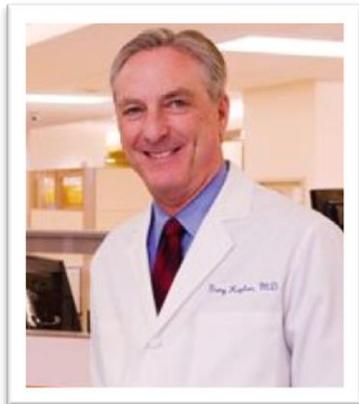


We also acknowledge and sincerely thank all of our gold and silver sponsors listed in this booklet. Without their enthusiastic support, this event would not be possible. Please make time to visit their displays in the Exhibit Area.

Program Schedule

- 8:00 – 8:30 am Registration, Continental Breakfast & Networking
Exhibitor Area Open*
- 8:30 – 8:45 Welcoming Remarks & Program Introduction
Thomas J. Croyle, LVBCH President
Jeannine O'Callaghan, CF Martin & Co., LVBCH Chair
- 8:45 – 9:45 *“2015: The Health Care Political and Market Landscape”*
Robert Laszewski
President, Health Policy and Strategy Associates
Sponsored by BSI Corporate Benefits
- 9:45 – 10:00 Break & Networking
Exhibitor Area Open*
- 10:00 – 11:00 *“Seeking Zero Defects: Applying the Toyota Production System to Medicine”*
Gary Kaplan, MD
Chairman and CEO Virginia Mason Health System
Sponsored by Capital BlueCross
- 11:00 – 11:15 Break & Networking
Exhibitor Area Open*
- 11:15 – 11:30 Awards Presentation
❖ Catherine A. Gallagher Quality Award:
St Luke’s University Health Network
❖ LVBCH Partnership Award:
United Concordia Dental
- 11:30 – 12:30 pm Luncheon & Networking
Exhibitor Area Open*
- 12:30 – 1:30 *“Buying Value in Healthcare”*
David B. Nash, MD
Dean, Jefferson School of Population Health
Sponsored by Express Scripts
- 1:30 – 2:00 Closing Remarks & Sponsor Door Prizes

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



Gary Kaplan, MD

**Chairman and CEO
Virginia Mason Health System**



www.virginiamason.org

“Seeking Zero Defects: Applying the Toyota Production System to Medicine”

Dr. Kaplan has served as chairman and CEO of the Virginia Mason Health System in Seattle since 2000. He is also a practicing internal medicine physician at Virginia Mason.

Dr. Kaplan will share the Virginia Mason story highlighting the journey over the past decade to deploy the Virginia Mason Production System as the organization’s management method. Particular emphasis will be placed on Quality and Safety as well as the critical role of leadership in establishing a shared vision, cultural alignment, and accountability. Clinical and economic results that lead to Virginia Mason’s selection by Leapfrog as one of only two “Top Hospitals of the Decade” will be presented, as will examples of innovative work with employers to improve quality, reduce absenteeism and lower costs.

Dr. Kaplan's leadership at Virginia Mason has been recognized by the Harvard Business School as a standard-setting approach to improving cost and quality; he is widely recognized as one of the most influential physician executives in health care. He has developed and led national "market-place collaboratives" with key employers to reduce health costs and dramatically improve both employee productivity and corporate competitiveness.

For more information about Dr. Kaplan, visit www.virginiamason.org/CEO



David B. Nash, MD

**Dean
Jefferson School of Population Health**



www.jefferson.edu

“Buying Value in Healthcare”

Dr. Nash is a board certified internist who is internationally-recognized for his work in public accountability for outcomes, physician leadership development, and quality-of-care improvement. Dr Nash will address the move from volume to value and the need for a new type of care based on population measures of health. He will give employers the "secret sauce" so that they can demand better outcomes.

Repeatedly named to Modern Healthcare's list of Most Powerful Persons in Healthcare, his pro bono national activities cover a wide scope.

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. He has authored more than 100 articles in major peer-reviewed journals, has edited 23 books and is currently Editor-in-Chief of four major national journals.

For more information about Dr. Nash, visit:
http://Jefferson.edu/population_health/

To read Dr Nash’s blog, visit:
<http://blogs.jefferson.edu/nashhealthpolicy/>



Robert Laszewski

President
Health Policy and Strategy Associates

www.healthpol.comaetna.com

2015: The Health Care Political and Market Landscape

Never has the health care system undergone more simultaneous change. Now that the Republicans control the Congress, is Obamacare politically and financially sustainable? Will the Supreme Court uphold or devastate the new law when it rules in June on the legality of its subsidies? Will employers remain committed to providing medical benefits to their workers? Will the fee-for-service system be replaced by one where providers are more often at risk? These and other big questions will be addressed by noted health care policy expert Robert Laszewski whose 40 years of combined experience in the marketplace as an insurance company COO and as a Washington, DC insider give him a unique perspective on all of this change.

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. He has participated extensively in the nation's health care debate and has been a regular contributor on the issue for a number of the national television and radio networks as well as major newspapers and trade journals.

His Blog, Health Care Policy and Marketplace Review, is also quoted widely in the national media and is referred to as a "must read" source of information for health policy and marketplace developments. Bob was named Washington Post Wonkblog 2013 "Pundit of the Year."

To learn more about Bob, visit www.healthpol.com/id1.html

To read his blog, visit <http://healthpolicyandmarket.blogspot.com/>

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