

## LVBCH 2016 Wellness Spotlight Corporate Weight Management Initiatives Recognition Program Award Recipients

*Congratulations to the following LVBCH member companies for incorporating "Best" Weight Management Initiatives as part of their commitment to worksite health and wellness.*

- ❖ Andesa Services
- ❖ B. Braun Medical Inc.
- ❖ City of Bethlehem
- ❖ Computer Aid
- ❖ Crayola
- ❖ Essroc Cement Corp
- ❖ Follett Corporation
- ❖ Lancaster-Lebanon Intermediate Unit 13
- ❖ Lehigh University
- ❖ Lehigh Valley Health Network
- ❖ Members 1<sup>st</sup> Federal Credit Union
- ❖ Schlouch Incorporated
- ❖ St. Luke's University Health Network
- ❖ Victaulic
- ❖ Volvo Group / Mack Trucks

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## LVBCH 2016 Annual Conference *"Healthcare in Transition: Strategies to Increase Healthcare Value"*

May 5, 2016  
DeSales University



**LVBCH**<sup>SM</sup>  
Employers for Healthcare Value Since 1980



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## 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    ***"2016: The Health Care Political and Market Landscape"***  
Robert Laszewski  
President, Health Policy and Strategy Associates  
**Sponsored by Capital BlueCross**
- 9:45 – 10:00    **Break & Networking**  
**Exhibitor Area Open\***
- 10:00 – 11:00    ***"Miracle Medications; Can we afford them?"***  
Steve Miller, MD  
Senior VP & Chief Medical Officer, Express Scripts  
**Sponsored by Capital BlueCross**
- 11:00 – 11:30    **Break & Networking**  
**Exhibitor Area Open\***
- 11:30 – 12:00    **Awards Presentation**  
**LVBCH Wellness Spotlight Recognition Awards**  
(Recipients are listed on the back cover of this booklet.)
- 12:00 – 1:00 pm    **Luncheon & Networking**  
**Exhibitor Area Open\***
- 1:00 – 2:00    ***"The AIM of Big Data-Turning Action, Insights and Meaning into Value"***  
Mark A. Caron, CHCIO, FACHE  
Chief Executive Officer, Geneia  
**Sponsored by Express Scripts**
- 2:00 – 2:30    **Closing Remarks & Sponsor Door Prizes**

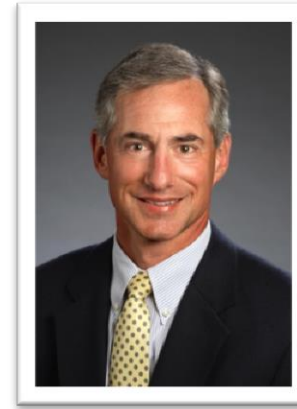
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**Robert Laszewski**

**President  
Health Policy and Strategy Associates**

[www.healthpol.comaetna.com](http://www.healthpol.comaetna.com)



**Steve Miller, MD**

**Senior Vice President &  
Chief Medical Officer  
Express Scripts**

[www.express-scripts.com](http://www.express-scripts.com)

### **“2016: The Health Care Political and Market Landscape”**

Never have we seen so much simultaneous change in the health care markets. Just as we're trying to digest all of the changes from Obamacare, health care providers are faced with the prospect of having to adapt to entirely new methods of payment. Employers have also come to a crossroads in providing benefits to their workers now that the federal government is willing to provide health insurance and just as employers are seriously considering defined contribution arrangements.

Which of these trends will survive, which will remain but evolve more slowly, and what will the market look like in the years to come?

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.

To learn more about Bob, visit [www.healthpol.com/id1.html](http://www.healthpol.com/id1.html)

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

### **“Miracle Medications; Can we afford them?”**

Dr. Steve Miller, a leading advocate for fair drug pricing, supports government relations, leads the Pharmacy & Therapeutics Committee, manages the Medical Affairs team and interfaces with client groups. His expertise represents years as a medical researcher, clinician and administrator, and spans numerous healthcare subjects.

Steve has served as Chief Medical Officer since 2006, focused on clinical matters including e-prescribing initiatives, specialty solutions and overall development of products that make prescription drugs safer and more affordable.

He previously was the vice president and chief medical officer at Barnes-Jewish Hospital, Washington University School of Medicine in St. Louis. He received his medical degree from the University of Missouri-Kansas City. He trained in the Pathology and Research fellowship at the University of Alabama at Birmingham.

He was the William J. and Dorothy Fish Kerr Fellow in Cardiology at the University of California, San Francisco. Steve also did Internal Medicine training at the University of Colorado and Nephrology and Transplantation at Washington University in St. Louis. He earned his MBA at the Olin School of Business at Washington University.





**Mark A. Caron, CHCIO, FACHE**

**Chief Executive Officer  
Geneia**

[www.geneia.com](http://www.geneia.com)

**“The AIM of Big Data-Turning Action, Insights and Meaning into Value”**

Mark Caron is the Chief Executive Officer of Geneia. He has more than 30 years of business and technology expertise with over 25 years in health care traversing both health care delivery systems and health insurers.

Prior to becoming CEO of Geneia, he was Chief Information Officer and Senior Vice President of Capital BlueCross. His experience also includes senior leadership roles as the CIO of the Collaborative Care division of OptumHealth, Senior Vice President & CIO at Blue Cross Blue Shield of Wisconsin, Senior Vice President & CIO of Blue Cross Blue Shield of Massachusetts, Chief Technology Officer at Catholic Health Initiatives (a 78 hospital system), and Vice President of Information Systems at Healthsource.

He earned a bachelor’s degree in Computer Science from Franklin Pierce College and has a MBA and a master’s degree in Computer Information Systems from Southern New Hampshire University.

He is a fellow of the American College of Healthcare Executives (FACHE), certified as a Healthcare Chief Information Officer through the College of Healthcare Information Executives, and is a member of the College of Healthcare Information Management Executives (CHIME) and of the Healthcare Information Management and Systems Society (HIMSS).



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