



The **Business Coalition on Healthcare**

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*Employers committed to quality and affordable health care since 1980*

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

## FOR IMMEDIATE RELEASE

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### **Lehigh Valley Business Coalition on Health Care puts Leadership & Value first with new look, logo**

In recognition of changes in its geographic growth and employers' healthcare challenges, the Lehigh Valley Business Coalition on Health Care (LVBCH) is introducing a fresh new look and logo.

Founded in 1980, the not-for-profit coalition's original focus was on improving the healthcare system and coverage for employers based in the Allentown-Bethlehem-Easton area. Decades of increased healthcare costs have many businesses—including those located outside the Lehigh Valley—seeking the "strength in numbers" benefits available through membership in the organization. LVBCH membership provides access to quality health insurance plans at volume rates usually reserved for larger insurance-buying groups.

"Many of our member companies are located in the Lehigh Valley," said Tom Croyle, president of Bethlehem-based LVBCH, "but we have grown to serve businesses and institutions throughout Pennsylvania and surrounding states. We want our new logo and look to reflect this growth and be more geographically inclusive for all employers."

Today, nearly 200 businesses are coalition members. Through LVBCH's health plan insurance partners and other program providers, the organization provides healthcare coverage for approximately 250,000 employees and their family members.

Beyond its geographic growth, the new logo also seizes on two core competencies the coalition brings to businesses challenged by today's spiraling healthcare costs: leadership and value. "When it comes to managing healthcare costs, the business community has far more questions than answers right now. The promise of leadership and value are the first reasons why businesses join our coalition. It's fitting to put 'Leadership & Value' first in our new logo as well." said Croyle.

Croyle noted that the rebranding effort is intended to build on the past while focusing on the challenges of the future. "We want to refresh the brand without losing its recognition in the business and healthcare communities," he said. "It also had to express expanded geographic reach beyond the Lehigh Valley while focusing on our core competencies." The organization recruited Allentown marketing/branding firm Keenan-Nagle Advertising, Inc. to assist with the rebranding strategy and design LVBCH's new website, communications and collateral materials.

Leadership & Value from The Business Coalition on Healthcare will be showcased on Tuesday, May 21 when the LVBCH presents its 33<sup>rd</sup> Annual Conference at the Holiday Inn Conference Center Lehigh Valley. Featured speaker will be Dee W. Edington, PhD, Director of the University of Michigan Health Management Research Center and author of the landmark book "Zero Trends: Health as a Serious Economic Strategy." For facts, visit [www.LVBCH.com](http://www.LVBCH.com).

### **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](http://www.LVBCH.com).