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For more information, contact: Carl Seitz  
E-mail: [seitzc@lvbch.com](mailto:seitzc@lvbch.com)

## **Lehigh Valley Business Coalition on Healthcare (LVBCH) Board Announces Online Benefits Administration Partner Clarity**

**Bethlehem, PA** – The Lehigh Valley Business Coalition on Healthcare (LVBCH) has selected Clarity Benefit Solutions as the Coalition’s Online Benefits Administration Partner to provide the tools, resources, and support employer members need to provide affordable, high-quality employee benefits for their respective employees. In making this selection, the LVBCH Board of Directors has endorsed Clarity Benefit Solutions as a *Preferred Partner for Online Benefits Administration Services*.

Clarity participated in an extensive review process. To earn the Coalition’s Preferred Partner status, they had to demonstrate better plan performance, pricing, or enhanced service capabilities, giving employers benefits and benefit administration options that best meet their needs. Using a market-based approach, the Coalition negotiates rates that are exclusive to its members and better than individual employers could obtain on their own. Clarity’s preferred pricing for LVBCH members is available immediately.

“Clarity is proud to partner with LVBCH and be part of their mission of improving the delivery, cost, and quality of healthcare for the communities and employers they serve,” said Ryan Crapser, Vice President Strategic Partnerships, Clarity Benefit Solutions.

“The selection of Clarity as the Coalition’s Online Benefits Administration Partner serves as a continuation of the relationship previously established with bswift as the Coalition’s Private Exchange Partner. As a Preferred Partner through the Coalition, we are excited to continue our partnership, with Clarity Benefit Solutions and bswift,” said Carl Seitz, President, LVBCH. “In addition to the variety of services and capabilities available through Clarity, they also provide a dedicated service team to ensure outstanding service.”

“The cost of employee health benefits is rising at an exponential rate. As health care costs increase, more of the cost burden is being shared with employees in the form of higher deductibles or reduced coverage,” said Bill Catuzzi, President and CEO, Clarity Benefit Solutions. “At Clarity, our goal is to provide solutions that meet the need to control cost with the need to maintain employee satisfaction, attract, and retain talent. Through this partnership, we look forward to providing the LVBCH members solutions that will help offset the increase in their employees’ out-of-pocket health care responsibilities.”

Clarity’s solutions are designed to replace frustration with innovation, delivering state-of-the-art programs and tools that are tailored to your needs, easy-to-use, and supported by a dedicated service team.

Clarity provides a full suite of employee benefits and benefit administration services, including

the following available to LVBCH employer members:

- Online Benefits Administrations Services (via bswift or Employee Navigator)
- Health Savings Account (HSA)
- Flexible Spending Account (FSA)
- Dependent Care Flexible Spending Account (DC FSA)
- Health Reimbursement Arrangement (HRA)
- COBRA & Direct Billing Administration
- Commuter Benefits Administration (SmartRide)
- SimplyWell – Vaccine Compliance
- ERISA
- Section 125 POP

Clarity's benefits administration platforms provide employees with a customized enrollment experience, decision making support tools, and videos that take the guesswork out of benefit shopping and increase employee satisfaction. Clarity's solutions connect your employee benefit plans with your carriers while giving you year-round insights. Everyone saves time and gains peace of mind through automating manual processes and ensuring benefit compliance.

Coalition purchasing programs are available directly to employer members, and also through our members' consultant and broker representatives, which is an integral part of LVBCH's membership recruitment. Employers are encouraged to contact their consultant/broker or LVBCH to learn more about our purchasing programs. For more information, visit [www.lvbch.com](http://www.lvbch.com) or [www.claritybenefitsolutions.com](http://www.claritybenefitsolutions.com).

### **About LVBCH**

LVBCH is a multi-state, not-for-profit, coalition of employers striving to provide access to quality affordable healthcare for their employees. 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 Alliance of Healthcare Purchaser Coalitions, the National Quality Forum and The Leapfrog Group. For more information, visit [www.LVBCH.com](http://www.LVBCH.com).

### **About Clarity Benefit Solutions**

Clarity Benefit Solutions combines world-class customer service and technology that is unmatched in the industry today with a full suite of employee benefits and benefit administration technology to ensure that people are ready for whatever comes their way. Clarity's goal is to use technology to simplify the administration of benefits, reduce costs, and empower consumers. Clarity's simply smarter approach — fueled by feedback from employees and our customers — has led to thoughtful new ways for all of us to get the most out of our benefits. For more information visit [www.claritybenefitsolutions.com](http://www.claritybenefitsolutions.com).

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