

## President's Message by Tom Croyle

It's hard to imagine that another summer has come and gone. This edition of our newsletter highlights some of the activities and events of the past summer. A major focus of the coalition's activities this past summer were on opportunities to be involved in conversations with health networks and our health plan partners to deliver greater value and better quality healthcare to our members.



To further our efforts in delivering value for our members, in 2015, LVBCH will again participate in the National Business Coalition on Health's (NBCH) eValue8 health plan performance assessment. I recently attended this year's eValue8 annual conference in Chicago along with representatives from the major health plans in our market region - Aetna, Capital BlueCross, Cigna, Highmark, and UnitedHealthcare. All have committed to participate in the assessment again. The process forms a foundation for on-going dialog and collaboration to deliver better health care and effectively manage health care dollars.

In 2013, eValue8 was a key evidence-based assessment tool used in selecting our health plan partners. Additionally, we produced our first Health Plan Score Card as a guide for employers to select health plans based on performance in key areas - provider management, consumer engagement, preventive and chronic disease management. We again hope to be able to provide market expertise around health plan performance in the region.

I suggest you take a look at a recent report by the Business Round Table about a vision to transform US health care by the nation's leading CEOs – "***Driving Innovation in the Health Care Marketplace***". (You can access the report online at the following location: <http://businessroundtable.org/health-care-innovation>)

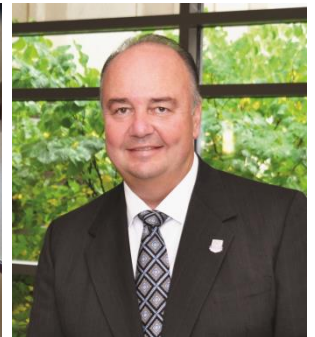
Their recommendations for improving the quality, delivery and cost of health care are formed by innovations already implemented in their companies. The report outlines recommendations from 85 of the nation's leading companies in three major areas:

- Pursuing health system performance transparency
- Strengthening incentives for consumers and providers to improve value; and
- Aligning public and private sector efforts

U.S. health care spending is the highest in the world, but the care Americans receive does not always match the level of spending. Let's keep on working together to make healthcare a better value for all of us.

## LVBCH Board Hears from LVHN CEO and Tours New LVHN Facility

On 7/18/14, LVBCH Board members made a visit to the newest addition to the Lehigh Valley Health Network's system when they met at the Center for Orthopedic Medicine located at 4815 West Tilghman Street in



Allentown. Known as Lehigh Valley Health Network (LVHN) Tilghman, the facility is a complete orthopedic hospital that provides a full range of procedures on both an inpatient and outpatient basis. The group was welcomed to the facility by Brian Nester, DO, (R) acting president and CEO of Lehigh Valley Health Network along with Gregory Kile, senior vice president, insurance and payer strategies, LVHN and Susan Lawrence, senior vice president, care continuum, LVHN. Prior to touring the facility, LVBCH Board members were treated to breakfast and a presentation on how LVHN is meeting the challenge to improve healthcare management while moving from a volume-based model to a value-based model of care. Following the presentation, board members toured the facility. This is just another example of LVBCH leadership and value as it works to partner, collaborate and engage the provider community.

## St. Luke's & Capital BlueCross Bring ACA to Lehigh Valley

On 8/7/14, St. Luke's University Health Network and Capital BlueCross announced the launch of a unique regional accountable care arrangement (ACA) to improve the health care experience and outcomes for their customers.



An accountable care arrangement is designed to enhance care coordination and the patient experience, improve health outcomes, and reduce health care expenses. Under this model, Capital BlueCross is partnering with St. Luke's Physician Group primary care and specialist physician practices to provide dedicated nursing resources and technology to deliver patient-centered, holistic care. St. Luke's Physician Group is a network of physician practices affiliated with St. Luke's University Health Network.

Employers support efforts to move from a health care system paid on volume of services performed to one that is rewarded for value. This requires serious discussions about changing not just business models and how we pay for health care, but the culture of clinical practices and measures. LVBCH applauds two trusted partners, St. Luke's and Capital BlueCross, for the approach they have taken and appreciate the opportunity for LVBCH's input into the process.

As an example of how the accountable care arrangement will work, customers with complex and chronic medical conditions or those at risk for such a medical condition will be identified for outreach, education, and clinical, wellness, or community-based intervention services through the use of chronic disease registries, St. Luke's Physician Group's electronic medical record system, and Capital BlueCross' technology-enabled predictive modeling tool. The partnership also will identify customers who are eligible, but have not received, preventive services appropriate for their age and medical condition.

## Express Scripts Conducts Broker Event

The Glasbern Inn was the setting for the 6/26/14 Express Scripts, Inc. presentation to brokers on the benefits of offering their clients the LVBCH prescription drug program. Conducting the event were Josh Sturm, Sr.



Director - Strategic Relations, Express Scripts and (L) David Audie, Sr. Director, Clinical Program Management, Express Scripts.

Our Broker Partners are well situated to aid their clients in maximizing the dollars they spend on employee benefits. By steering their clients to the LVBCH prescription

program, their clients can experience real savings as reflected in the material presented to the group. The take away is that fully insured groups can realize savings of 15-25 percent, while self-insured employers can realize a savings of 13-18 percent. With the cost of prescription medications on the rise, and newer, higher-priced specialty drugs coming onto the market, employers cannot afford not to explore the LVBCH prescription drug program.

### Benefits of the LVBCH Coalition

**9**  
Clients

**50,000**  
Lives

**\$50M**  
Annual Drug Spend

**2.2%**  
Year-Over-Year Trend\*

- Leveraged pricing of the coalition drives deeper financial value for member companies
- Autonomy – each client manages respective plan design as each sees fit
- Enhanced services available through direct consistent Account Team representation across coalition clients
- Clients can retain respective consultant relationships

Estimated first-year prescription plan savings associated with carving out the pharmacy benefit:

|                      |                 |
|----------------------|-----------------|
| <b>FULLY INSURED</b> | <b>15 – 25%</b> |
| <b>SELF INSURED</b>  | <b>13 – 18%</b> |

Savings generated from deeper discounts, rebate share, trend, retention savings and taxes/fees associated with HCR

\*2012 - 2013 year-over-year trend within the coalition on a PBM basis

Some of the brokers attending the event were: BSI Corporate Benefits, Hampson Mowrer Kreitz Agency, Indicon, Miers Insurance, Populytics and Power Kunkle Group. ***We encourage employers to contact their brokers for more information on the Express Scripts prescription drug program.***

## Capital BlueCross Conducts Quarterly Client Meeting

The Capital Blue retail store in the Promenade Shops in Saucon Valley was the setting for the 7/23/14 Capital BlueCross (CBC) client meeting conducted by **Dr. Jennifer Chambers** (Sr. Vice President & Chief Medical Officer, CBC); **Avi Mukherjee**,

(Senior Vice President and Chief Technology Officer, Geneva); and **Dr. Denise Harr** (Senior Medical Director, CBC). Topics covered included: 2013 HEDIS (Healthcare Effectiveness Data and Information Set) Performance & Quality / Clinical Initiatives; ACA Provider Engagement; and Data and Analytics Innovation.



***Pictured (L-R):*** Dr. Jennifer Chambers, Avi Mukherjee and Dr. Denise Harr

Quarterly client meetings are one way for employers to learn what their health plans are doing to improve effectiveness and efficiency which ultimately benefits their employees. As an NCQA certified health plan, Capital BlueCross strives to keep its clients fully informed and shares information on health plan performance. Given all the changes wrought by the Affordable Care Act and other changes being implemented, these meetings are the perfect forum for an exchange of information.

## UCCI Dental Employer Forum: “The Missing PIECE of Total Health”

The Employer Forum on 8/14/14 featured a presentation by **James B. Bramson, DDS, chief dental officer United Concordia** (R), on the role dental health plays in the overall health of individuals. Speaking before a group of LVBCH employers, Dr. Bramson explained how United Concordia is working with employers to help them engage their employees in practicing good dental health.

Unfortunately, most employees don't give much thought to their dental coverage until the morning they awaken with a throbbing tooth! By then it's too late to take preventive actions which may have alleviated the problem before it began. Dr. Bramson called attention to the fact that periodontal disease--commonly called gum disease--affects some 47 percent of the adult population. He cited studies that demonstrate that poor oral health can affect *and* impact general health. Periodontal disease alone can be a risk factor in other conditions such as: *cardiovascular, diabetes, pregnancy--low birth weight babies, osteoporosis, respiratory infections, stroke as well as head and neck cancers.*



Dr. Bramson cited a *United Concordia* and *Highmark* study, “**Impact of Periodontal Therapy on General Health: Evidence from Insurance Data for Five Systemic Conditions,**” published in the *American Journal of Preventive Medicine*, August 2014. Overall, the study concluded that treatment of periodontal disease can reduce medical expenditures in certain chronic disease subjects. Over a three year period, the study showed significant reduction in medical costs and Hospital visits; positive effects of periodontal treatment were

identified three years post treatment; and, the size of the study and its statistical significance indicates the results are actual and not an anomaly. Additional information is available from your *United Concordia* representative.



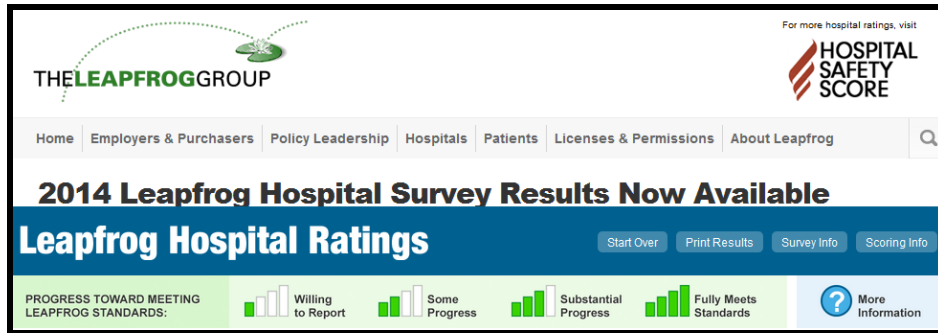
Dr. Bramson's presentation resonated with attendees as witnessed by the comments we received, here's just a sampling: “The information provided was an eye opener”; “Good, solid information that expanded on health and wellness issues”; “Brought to the forefront aspects of healthcare that are not always addressed and recognized.” “Speaker was excellent!”; “Great speaker and presentation. Bramson provided great information, was friendly and funny.”; “James is talented at explaining complex thoughts and ideas in a way that people who don't specialize in that field of study can understand and apply.”

United Concordia knows that oral health is about much more than a great smile. It's about the connection between oral and overall employee wellness and helping deliver reduced medical and dental costs for LVBCH employers. An employer's investment in dental health is an investment in overall employee wellness. That is why United Concordia offers LVBCH members extensive dental benefits as exclusive pricing as well as a large national network of dentists and best-in-class service and online tools. ***If you would like to get more information on the LVBCH/United Concordia dental program, please contact Sara Hobson ([sara.hobson@ucci.com](mailto:sara.hobson@ucci.com) or 610-276-2102).***



## Leapfrog Hospital Survey Results Available Online

LVBCH and The Leapfrog Group would like to thank area hospitals that have chosen to respond to the **2014 Leapfrog Hospital Survey** for their commitment to making information about the safety, quality, and efficiency of their hospital available to the public. A record 1,408 hospitals participated in this year's survey including 15 from eastern and central PA. The Leapfrog Group's 2014 Hospital Survey results are available online. These results are based on surveys submitted by hospitals across the country that have demonstrated a commitment to transparency by participating in the voluntary Leapfrog Hospital Survey. The survey assesses hospitals on three key areas: how patients fare, resources used in caring for patients, and leadership and structures that promote patient safety.



Leapfrog's website also includes Hospital Safety Scores which are a letter grade (i.e., A, B, C, D, or F) reflecting how safe hospitals are for patients. This score empowers you, your family and your co-workers to make informed decisions about the safety of your hospital care. Please visit [www.LeapfrogGroup.org/CP](http://www.LeapfrogGroup.org/CP) to view survey results for participating hospitals. Results will be updated monthly through the end of the year, and Leapfrog anticipates that many more hospitals will continue to report each month. Results for the Leapfrog Hospital Safety Scores are also available online at: [www.hospitalsafetyscore.org/](http://www.hospitalsafetyscore.org/)

## CCA 2014 Summer Newsletter Released

The Children's Care Alliance™ (CCA) is a collaboration of local hospitals, school districts and care providers who, with the support of LVBCH, are committed to improving the quality of children's health care through collaboration and technology.

The Virtual Health Village™ is the CCA's health information

exchange (HIE) in which children's health care information is shared electronically among health care providers in local emergency rooms, clinics, physician offices and school health rooms.



Electronic sharing will assure faster access and more complete and up-to-date health care information to save time, eliminate duplicate tests and procedures, and greatly improve initial and follow-up care. Current members include Good Shepherd Rehabilitation Network, Children's Hospital at Lehigh Valley Hospital, Sacred Heart HealthCare System, St. Luke's University Health Network, as well as the Allentown and Bethlehem Area School Districts with a combined student population of about 32,000.

This Health Information Exchange (HIE) represents a first of its kind collaboration between health care organizations, the education and business communities that share a common goal – improving the health care of children in the region. LVBCH supports this project because of its value to not only students and their parents but employers as well. This is another example of LVBCH's interest in the community and being part of a collaborative effort. The latest newsletter from CCA is available at the link shown below.

[http://www.lvbch.com/upload/file/Childrens%20Care%20Alliance%20Newsletter%20Summer%202014\\_FINAL.pdf](http://www.lvbch.com/upload/file/Childrens%20Care%20Alliance%20Newsletter%20Summer%202014_FINAL.pdf)

## Obesity Report: “Closing the Gap in Obesity Management Solutions”



Employers face challenges in managing employee health benefits caused by a plethora of chronic conditions. However, none is as prominent as “obesity” and the impact it has on employees’ overall health. Obesity isn’t being just a few pounds overweight; rather, it’s the affects it has on employees who also have diabetes, cardiovascular and musculoskeletal conditions. Combining any of these conditions easily leads to increased medical expenditures for the employer and a less healthy workforce resulting in more absenteeism, loss of production and higher expenditures for employers.

The Benfield Group and Eisai, Inc. of Woodcliff Lake, NJ teamed up to produce a report titled “Closing the Gap in Obesity Management Solutions”. The data used for this report came from research conducted by The Benfield Group in May of 2012. While there isn’t a one size fits all solution to obesity management, this report examines how employers can utilize their prescription benefits to include medical management of weight control. Medical management can be seen as a third way between behavior modification and surgery such as bariatric and lap band procedures. The report is available on the LVBCH website at the following location:

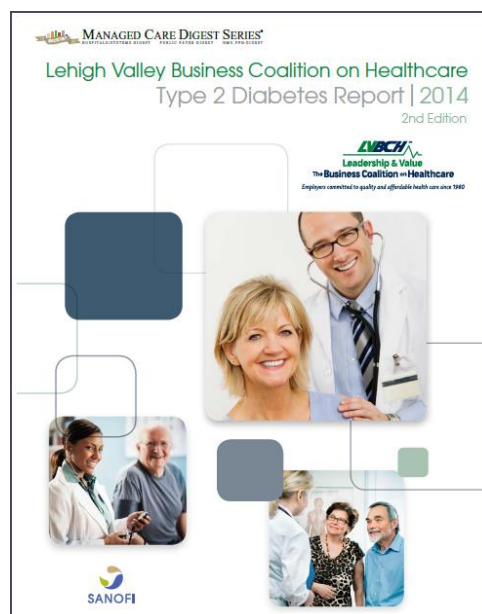
[http://www.lvbch.com/lvbch\\_60\\_1\\_55\\_15\\_wellness.html](http://www.lvbch.com/lvbch_60_1_55_15_wellness.html)

## Type 2 Diabetes Report for 2014 Now Available

Diabetes is a major factor in employer spending for medical care and its impact on other conditions can further exacerbate the health status of employees. By identifying employees with diabetes, and providing the care they need, employers can maintain a healthier and more productive workforce.

For the second year in a row, *LVBCH* and *Sanofi US* (Bridgewater, NJ) produced a **Type 2 Diabetes Report**. The 2014 report includes an overview of key demographics, financial, utilization, pharmacotherapy and health outcomes measures for Type 2 Diabetes patients in the Lehigh Valley, Harrisburg, Reading and Scranton/Wilkes-Barre metropolitan statistical areas. Also included are Pennsylvania (PA) and national benchmarks making it easy for both employers and providers to make comparisons and identify opportunities to better serve the needs of their employees and patients.

Although sponsored by Sanofi, all data in the report (covering 2011 through 2013) was collected and analyzed by an independent third party, IMS Health, Parsippany, NJ. This is done to ensure that the information in the report is completely independent and objective. Reports such as these assist employers in designing screening and wellness programs to assist their employees in maintaining a healthy life style. The complete report—in pdf version---is available on the LVBCH website at [http://www.lvbch.com/lvbch\\_76\\_1\\_53\\_15\\_type-2-diabetes-report.html](http://www.lvbch.com/lvbch_76_1_53_15_type-2-diabetes-report.html). We thank our partner Sanofi US for its support of this important healthcare-related study.



## Consumer Reports: “Better Health Care: Changes to Learn About Now”

Attempting to get a handle on a healthcare system that spends more than \$3.5 trillion a year is a daunting challenge for everyone involved including employers, employees, health plans and providers. Employers are always looking for material that helps their employees make wise medical care decisions and now they have a new publication from the editors of *Consumer Reports*.



“*Better Health Care: Changes to Learn about Now*” presents some of the approaches being implemented by employers as they shift from volume-based health plans to value-based benefits that reward outcomes as opposed to utilization.

With funding from Atlantic Philanthropies, Consumer Reports developed this 16-page illustrated guide to help consumers understand elements of the Affordable Care Act (ACA) intended to make the health system work better for consumers. Specifically, the guide introduces three broad initiatives aimed at improving the quality of care, limiting spending growth, and empowering consumers.

You can go to [www.ConsumerHealthChoices.org/GettingHealthCareRight](http://www.ConsumerHealthChoices.org/GettingHealthCareRight) to download this free guide as well as other health care-related resources from the CONSUMER REPORTS' Getting Healthcare Right project.

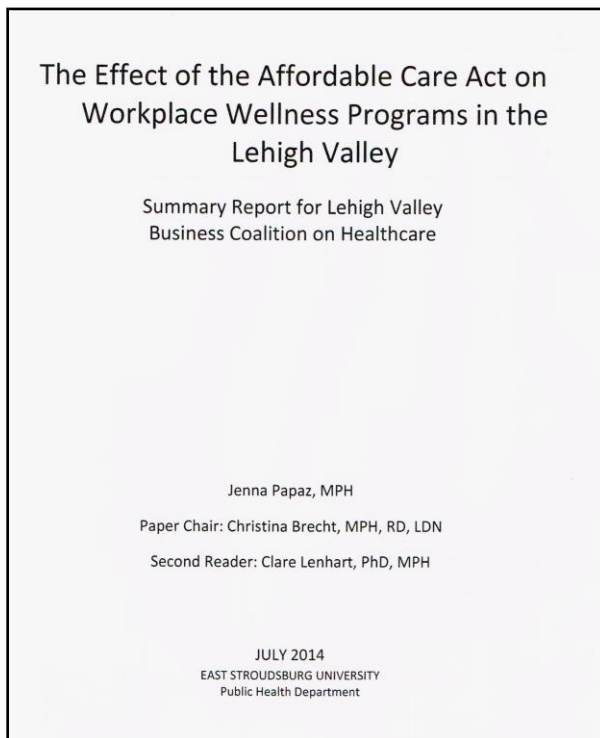
## Report on Wellness and the Affordable Care Act Prepared for LVBCH

“*The Effect of the Affordable Care Act on Workplace Wellness Programs in the Lehigh Valley*” is a summary report of a survey conducted among LVBCH employers with 50 or more employees. The survey sought to learn what employers’ attitude toward the ACA and what they know about the wellness provisions of the ACA.

Twenty-two LVBCH employers participated in the survey conducted by East Stroudsburg University graduate student Jenna Papaz. Jenna is familiar with LVBCH since her current employer, Lehigh University, and previous employers are members of the Coalition.

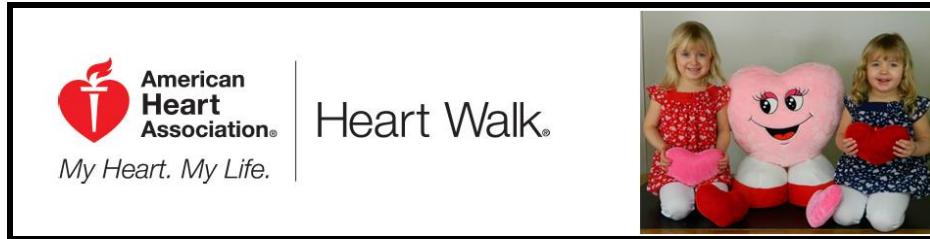
As a long-time advocate of wellness programs, LVBCH strives to provide members with up-to-date information on how they can take maximum advantage of the wellness benefits provided by their health plans. Provisions within the ACA increased the incentives employers may offer their employees to participate in wellness programs.

The survey also reported on the types of wellness programs currently offered and prospects for changes as a result of the ACA. The most popular wellness programs offered are Health Risk Assessment and smoking cessation programs. This survey is just one more example of the partnership, collaboration and engagement strategy of LVBCH.



## LVBCH Sponsors American Heart Association's Heart & Stroke Walk

LVBCH is a sponsor of the American Heart Association's Heart & Stroke Walk in both Lehigh and Berks counties this year. The Lehigh Valley Heart Walk will be held on September 21, 2014 at Northampton Community College in Bethlehem, PA. The Berks County Heart Walk is scheduled for October 19, 2014 at Blue Marsh Lake in Leesport, PA. As a Heart Walk sponsor, LVBCH will have a tent at each walk site, will distribute LVBCH and partner materials, and will provide water during the walks.



If you have already registered to participate, thank you! If you haven't yet registered or formed a corporate team, LVBCH encourages you to do so to help us raise funds for the American Heart Association. If you are unable to form a team, we invite you to walk with us on "Team LVBCH". Participation is EASY! To register, visit: [www.heart.org/lehighberkswalk](http://www.heart.org/lehighberkswalk)

Click the links below to get more information about each event including activities and schedules.

- ❖ Lehigh County: <http://www.lvbch.com/upload/file/HeartWalk2014FactSheetLehighValley.pdf>
- ❖ Berks County: <http://www.lvbch.com/upload/file/HeartWalk2014FactSheetBerksCounty.pdf>

## Upcoming Event to Support Diabetes Prevention

**STEP  
OUT** | **WALK**  
TO STOP DIABETES®

 American Diabetes Association.

**Saturday, October 4<sup>th</sup>**

**The IronPigs Stadium at Coca-Cola Park**

LVBCH members know the value of maintaining good health and managing chronic conditions such as diabetes. We support and encourage our members to participate in this fun event, while at the same time, helping educate others about the benefits of a healthy lifestyle. The Lehigh Valley **Step Out Walk to Stop Diabetes** is the American Diabetes Association's local signature event! Forming a corporate team for Step Out is a great way to get employees healthy and active, strengthen team building, encourage community involvement and gain visibility for products and services. The 1 mile and 3 mile walks begin with a complete lap of the IronPigs Stadium concourse, walking on the Warning Track on the IronPigs Field and a fully paved walk route. It is free to register and there is no fundraising or team size minimum. Form your team today at [www.diabetes.org/lehighvalley](http://www.diabetes.org/lehighvalley) !



## Welcome New Member:

This month we welcome **Boehringer Ingelheim Pharmaceuticals, Inc.** as the newest member of the Coalition. We extend a warm welcome on behalf of all the members of LVBCH.

## Upcoming LVBCH Events

| Date & Time                                    | Location  | Topic   | Sponsor   | Other Information   |
|--|---|---|---|---|
| Sept 21, 2014<br>Sunday<br>8:30 - 12:00 noon   | <a href="#">Northampton Community College</a>   | Heart Association Walk - Lehigh Valley  | <a href="#">American Heart Association</a>                        | LVBCH is a sponsor of this event and will have an exhibit table. All members are invited to participate. For more information, <a href="#">please click here.</a>       |
| Sept 24, 2014<br>Wednesday<br>2:00 - 4:00 pm   | <a href="#">Lehigh Valley Hospital-Muhlenberg</a><br><br>(Educational Conference Center -Rooms C & D) | Wellness Engagement Workshop<br><br>(Designed to help LVBCH Employer Members increase employee engagement in worksite wellness programs.) | <a href="#">Valley Preferred &amp; BeneFIT Corporate Wellness</a> | This is an Employer ONLY event. You MUST register to attend. Registration deadline is 9/12/14. For more information, <a href="#">please click here.</a>                 |
| Oct 19, 2014<br>Sunday<br>8:30 - 12:00 noon    | <a href="#">Blue Marsh Lake, Leesport</a>   | Heart Association Walk-Berks County   | <a href="#">American Heart Association</a>                        | LVBCH is a sponsor of this event and will have an exhibit table. All LVBCH members are invited to participate. For more information, <a href="#">please click here.</a> |
| Oct 27, 2014<br>Monday<br>12 noon - 2:00 pm    | <a href="#">Glasbern Inn Lodge</a>  | National Vision Administration Broker Event   | <a href="#">NVA</a>   | You MUST Register to attend. Invitations will be sent in late Sept. This event is for Brokers only.   |
| Oct 30, 2014<br>Thursday<br>11:30 am - 2:00 pm | <a href="#">Glasbern Inn Lodge</a>  | Benefit Design in the POST- ACA Environment   | <a href="#">Merck</a>   | You MUST Register to attend. Invitations will be sent the week of Sept 15 <sup>th</sup> .   |
| May 8, 2015<br>Friday<br>8:00 am - 1:30 pm     | <a href="#">DeSales University</a>  | LVBCH 2015 Annual Conference  | TBD   | Save the date for this event.   |

For more information about LVBCH events, visit our website: [http://www.lvbch.com/lvbch\\_8\\_1\\_13\\_0\\_2014-events.html](http://www.lvbch.com/lvbch_8_1_13_0_2014-events.html)

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AFFILIATED MEMBERS:

