

*President's Message by Tom Croyle*

As we drag into spring after a hard, hard winter, we have an exciting line up of activities and events. To top things off, this year we are celebrating 35 years since our founding in 1980!

We have some big things on our plate with a new data and analytics initiative, our health plan performance assessment, a pharmacy benefit management (PBM) market check and important, timely educational programs and events.



I believe we are well positioned for continued membership growth. Our growing numbers encourage more employers to take advantage of the benefits of LVBCH membership.

One of the keys to our success is our relationships with you -- our employers, our health plan partners, and the broker/consultant community. Because of everyone's help, we are able to continue to demonstrate our value and deliver millions of dollars in benefits savings to employers.

Our growing membership provides us an opportunity to be an important voice in our healthcare market place. We are talking with our health plan partners as well as educating our members as accountable care, patient centered medical homes, and payment reforms evolve and reshape the market place.

Data and data analysis are needed for LVBCH to be truly effective in addressing our member's health care needs. We are about to move forward to take advantage of an exciting opportunity to enhance the data capabilities of the Coalition as well as for our individual employer members.

We will again be participating in the National Business Coalition on Health's *eValue8*<sup>TM</sup> health plan performance assessment of our regional health plans in 2015 to ensure that our health plan partners continue to improve in areas such as chronic disease management, health promotion and effectively managing your health care dollars.

Finally, we are well into putting together what we hope will be an exciting program of nationally renowned speakers to help us celebrate our 35<sup>th</sup> Annual Conference in May.

# Coalition Happenings



## LVBCH Celebrates 35<sup>th</sup> Anniversary

Reaching a company anniversary is a great achievement for any business. We are excited to report that the **Lehigh Valley Business Coalition on Healthcare (LVBCH)** is celebrating our 35th anniversary this year. In recognition of our noteworthy anniversary, the *Lehigh Valley Business Milestones* Publication featured the Coalition in its special edition.

From its beginnings in 1980 through the present, the Coalition has been representing the employer community and working to serve the communities in which its members are located.

Pictured in the article are: Tom Croyle, president, Jeannine O'Callaghan, chairwoman and Joe Huxta, Volvo Mack, treasurer. During its 35 years the Coalition has faced many issues and challenges; however, by working together, those challenges have been met. Whether buffeted by increasing medical expenditures, economic cycles or changing legislative landscapes, the Coalition has persevered and succeeded. To read the article, [click here](#).



## St. Luke's Center for Diabetes & Endocrinology Welcomes LVBCH Board and Conducts Tour of Facility



On Wednesday, January 14, LVBCH Board members toured the **St. Luke's Center for Diabetes & Endocrinology** located at 3701 Corporate Parkway, Suite 130 in Center Valley, PA 18034. On hand to greet and welcome board members was **Bankim A. Bhatt, MD, FACP** (pictured far right). Dr. Bhatt described the Center as a "one-stop-shop" for treating diabetes. The St. Luke's facility is one of a very small number of providers in the US that have been identified by Stanford University Medical School's Clinical Excellence Research Center as performing favorably on both quality and risk-adjusted total health spending for patients managed over time. The event was sponsored by St. Luke's University Health Network (SLUHN).

Attendees, pictured above include (L-R): Tom Croyle (LVBCH President), Wendy Manarino (LVBCH Staff), Carynna Quarry (Computer Aid), Amy Trapp (City of Allentown), Jeannine O'Callaghan (CF Martin & Co), Myrna Rivera ( B. Braun Medical), Barb Bensinger (Essroc), Bob Johnston (East Penn Mfg.), Paul Chuckalovcak (Essroc), and not pictured but hiding behind the camera lens, Rachel Burger (LVBCH Staff).

## NVA Broker Event: "Vision Basics & the Patient Protection & Affordable Care Act (PPACA)"

The Glasbern Inn was the setting for the February broker session hosted by our vision partner **National Vision Administrators (NVA)**. For Coalition members who might not be familiar with our history, NVA was our first group purchasing partner. The year was 1989 and representing NVA was Mary Kay McLane who became a fixture at various Coalition events.

Brokers attending this session earned 2 continuing education (CE) credits. The session was conducted by **Carl Moroff, O.D.** (R) from National Vision Administrators.



Dr. Moroff's presentation included the basics of vision healthcare including an overview of the eye, practitioners, practices, eye ware and contact lenses. It is essential that brokers keep current with changes brought about by the Affordable Care Act (ACA) and this session covered the most current issues involving the ACA and the insurance industry. The Coalition and NVA are dedicated to keeping the broker community fully informed as they work with their clients to provide the best in vision benefits.



Other event participants from NVA pictured above (L-R): Dr Carl Moroff, Lou Anne Cupo, Millie Monaco, Rob Berger and Gary Calaman

## LVBCH & Capital BlueCross Reach Early Agreement to Extend Partnership

LVBCH and Capital BlueCross announced that they have reached an agreement extending their partnership, maintaining Capital BlueCross' designation as an LVBCH Preferred Partner. Originally scheduled for consideration at the end of 2015, the relationship now extends through 2018.



Capital BlueCross has been dedicated to improving the health and well-being of their customers and the communities they live in by being a customer-focused health and medical value leader for 75 years. To access a 4-page factsheet about Capital BlueCross, [click here](#).

For more information about Capital BlueCross, visit their website at [www.capbluecross.com](http://www.capbluecross.com). To read the entire news release, [click here](#).

## eValue8™ 2015

The Coalition once again invited health plans to participate in the **National Business Coalition on Health's** performance program known as "eValue8™". This program measures and evaluates health plan performance. eValue8™ asks health plans probing questions about how they manage critical processes that control costs, reduce and eliminate waste, ensure patient safety, close gaps in care and improve health and health care.



"eValue8™" asks the tough questions of health plans such as:

- *Are you paying for programs and volume rather than value and results?*
- *How well are your health plans engaging your employees and working with their providers to engage your employees?*
- *National employers – do you know if the services provided are consistent across the nation?*

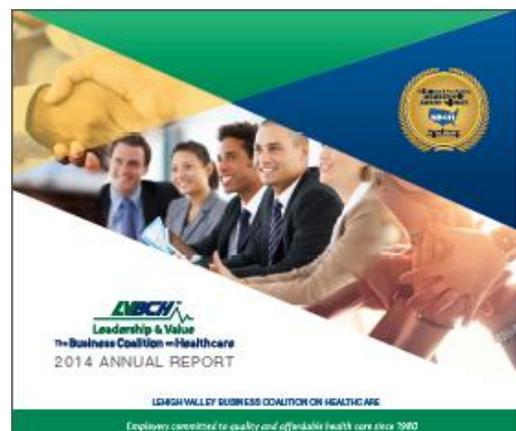
Using this information, the Coalition works with its health plan partners to improve services and create efficiencies that reduces expenditures and provides for better outcomes. The LVBCH Purchasing Committee will once again be leading this effort.

## LVBCH Published the 2014 Annual Report in January 2015

We published and distributed our 2014 Annual Report in January. Our 34th consecutive report outlined the significant activities and achievements of the past year. Our theme -- "**Partnership-Collaboration-Engagement**" describes three very important principles that guide our Coalition.

To access the 2014 Annual Report as well as our annual reports from prior years, visit the following page of our website:

[http://www.lvbch.com/lvbch\\_66\\_1\\_57\\_2\\_annual-report.html](http://www.lvbch.com/lvbch_66_1_57_2_annual-report.html)



# Guest Articles

## National Vision Administrators Place Eyewear Purchase Power in the Hands of LVBCH Members



**National Vision Administrators, LLC (NVA)** offers a one-of-a-kind consumer tool to help LVBCH members reduce their out-of-pocket expenses and vision claim costs for LVBCH member organizations, all while maintaining the freedom of choice in eyewear selection. The **NVA Smart Buyer®** consumer tool provides information to de-mystify the purchase of eyeglasses, including definitions and descriptions of eyeglass lenses and lens options, to help members become better-informed consumers. This program enables LVBCH members to pay for what they want and avoid expenses they do not need.

The Vision **Benefit Maximizer®**, a component of the NVA Smart Buyer®, informs LVBCH members of participating Eye Care Providers with the largest selection of frames that can be obtained at no additional cost to the member. The Vision Benefit Maximizer® is accessed at the Find Provider Search Screen on the NVA website. See sample image below of the Vision Benefit Maximizer®.

**Search Results**

The following pages list vision care providers and facilities that participate in our network programs. We make every effort to ensure that these listings are accurate. However, additions, deletions, and changes will occur over time. You can verify a provider's status by calling the provider directly. If you experience a problem contacting a provider, please call ☎ 800-672-7723 **FREE**.

📍 There were 3 matches to the search criteria specified by you.

Name And Phone	Address	City	State	Zip	Service Level	Distance
BRUTTO OD THOMAS P. 🏠 ☎ 610-867-0588 <a href="#">View Details</a>	44 E. Broad St.	Bethlehem	PA	18018	Full Service**	< 1 Mile <a href="#">View Map</a>
GOUNDIE OD TODD K. 🏠 ☎ 610-867-0588 <a href="#">View Details</a>	44 E. Broad St.	Bethlehem	PA	18018	Full Service**	< 1 Mile <a href="#">View Map</a>
REMMELOPTICIANS 🏠 ☎ 610-891-1599 <a href="#">View Doctors</a>	19 E. Elizabeth Ave.	Bethlehem	PA	18018	Full Service**	< 1 Mile <a href="#">View Map</a>

NVA Smart Buyer® is a fast and easy way for LVBCH members to determine what vision products best suit their needs as well as their wallets. At the same time, it controls LVBCH plan costs while maintaining freedom of choice in eyewear selection. To learn more about NVA products and services, contact **Robert Berger, Sales Director** via phone at 717-458-9147, via email at [Rob.berger@benecard.com](mailto:Rob.berger@benecard.com), or visit [www.e-nva.com](http://www.e-nva.com).

## Sticker Shock: Why are glasses so expensive?



NVA suggested we share a video from 2012 explaining why glasses are so expensive. Click the link below to watch the short CBS “60 Minutes” video. Lesley Stahl reported that one factor is that the world's largest eyewear company, the Italian firm Luxottica, controls a big chunk of the business. [Play Video](#)

## United Concordia Stresses Dental Safety Dental X-Rays and Limiting Radiation Exposure



Dental X-rays, also known as radiographic images, require very low levels of radiation, but can play a role in effectively treating and diagnosing oral diseases. Radiation from all types of X-rays builds up in the body and never goes away. Your dentist knows your health history and risk for oral disease, and should take every precaution to minimize the exposure to you and their staff. By keeping radiation exposure As Low As Reasonably Achievable (ALARA), your dentist is able to ensure you are not being exposed to unnecessary radiation.

### How Can I Reduce Unnecessary Radiation?

The FDA and ADA have issued guidelines to limit frequency and continue to reduce radiation exposure. United Concordia plans have changed to support these frequency guidelines and further reduce exposure. To minimize the effects of overall exposure, your dentist will commonly use a lead apron that covers the entire chest and lap. These will frequently also have a thyroid collar attached to the apron. **Please consult with your dentist before X-rays are taken to ensure you understand the risk associated with exposure.**

### Newer Innovation with Dental X-Rays

In addition to traditional X-ray methods, your dentist may already be using digital diagnostic imaging. This is a newer technique where the X-rays are sent directly to a computer and can be viewed on a screen, stored, or printed. Digital X-rays usually involve less radiation, depending on the film used, and can significantly reduce radiation exposure. If you would like to get more information on the LVBCH/United Concordia dental program, please contact **Sara Hobson** (sara.hobson@ucci.com or 610-276-2102). To learn more about United Concordia, visit their website: [www.unitedconcordia.com](http://www.unitedconcordia.com)

## BeneFIT Corporate Wellness

### Wellness at Work: 3 Tips for Healthy Eating in the Workplace

LVBCH and BeneFIT<sup>SM</sup> Corporate Wellness work together to help LVBCH members promote healthy lifestyles among employees. Recently, we have seen many companies revise their food offerings to encourage health-conscious eating habits in the workplace. Here are three secrets of success that help you make the healthy choice the easy choice at your company:



1. **Start a healthy food program.** Create a healthy snack stand to improve office snack selections. Include portion-controlled healthy snacks, such as fruit, string cheese, yogurt, snack bars, and almonds, which can be sold to colleagues for a nominal fee. Any profit from the program can be put toward a healthy salad bar for all colleagues to enjoy.
2. **Create a healthier meeting policy.** Skip the pizza and donuts, and instead provide fruit or salads. If serving a meal, plan for healthy portions of foods prepared by grilling, baking or sautéing with healthy fats.
3. **Support employees' nutrition at work - and at home - through health coaching.** *An LVBCH member employee who struggled with weight loss began meeting with a BeneFIT Certified Health & Wellness Coach on a regular basis to talk about healthy eating and portion control. **The result?** The employee lost almost 25 pounds and mentioned that it was the Coach's motivation that made the difference.*

To learn more about health coaching and nutritional education services from **BeneFIT Corporate Wellness**, contact BeneFIT at 610-969-0486 or [wellness@benefitcorporatewellness.com](mailto:wellness@benefitcorporatewellness.com), or visit [www.benefitcorporatewellness.com](http://www.benefitcorporatewellness.com).

## Worth Repeating

### Hospital Safety Information

Consumers must have access to health information if they are to make informed and educated decisions about their health care. One way to stay informed is by following and reading materials prepared by organizations such as **The Leapfrog Group** and other health quality and safety organizations. Leapfrog produced 3 great videos on what you can do to remain safe while in the hospital. They cover: preparing for your hospital stay; how to speak with your doctor; and include access to other consumer-centered resources. Look for them at [www.hospitalsafetyscore.org](http://www.hospitalsafetyscore.org).



### Maternity Care Report

The Leapfrog Group -- in conjunction with Castlight Health -- recently published a report titled "**Results of the 2014 Leapfrog Hospital Survey: Maternity Care**". The report shares the latest findings on early elective deliveries, episiotomy, and high-risk deliveries across the country. Click the following link to read the complete report: [www.leapfroggroup.org/media/file/2014LeapfrogReport\\_MaternityCareFINAL.pdf](http://www.leapfroggroup.org/media/file/2014LeapfrogReport_MaternityCareFINAL.pdf).



### Children's Care Alliance

LVBCH lends its support to the **Children's Care Alliance (CCA)** and reminds you to follow this most important program by reading their newsletter. Click the link and learn more about the CCA and its Virtual Health Village at [www.childrenscarealliance.org](http://www.childrenscarealliance.org).



### NBCH Action Briefs

The National Business Coalition on Health (NBCH) offers and makes available information on healthcare issues and condition through its **Action Briefs**. To learn more about Prostate Cancer and other Action Briefs, click the following link: [http://www.lvbch.com/lvbch\\_82\\_1\\_68\\_15\\_action-briefs-from-nbch-lvbch.html](http://www.lvbch.com/lvbch_82_1_68_15_action-briefs-from-nbch-lvbch.html)



### Preventing Medical Errors: How to be Your Own Best Advocate

Medical errors are one of the nation's leading causes of death and injury. The Institute of Medicine estimates that as many as 98,000 people die in US hospitals each year as the result of medical errors. This means that more people die from medical errors than from motor vehicle accidents, breast cancer, or AIDS. Working in conjunction with **Sanofi**, LVBCH is offering health care consumer booklets to help you navigate your way through the medical care delivery system. For more information, visit the following location of our website: [www.lvbch.com/lvbch\\_77\\_1\\_64\\_15\\_health-care-quality-safety-tips.html](http://www.lvbch.com/lvbch_77_1_64_15_health-care-quality-safety-tips.html)



## New Members

### Welcome New LVBCH Members

We extend a warm Welcome to the following new members of the Coalition and encourage them to become active in Coalition activities:

- ❖ Ameritas Life Insurance Company
- ❖ M&D Wholesale Distributors, Inc.

## Upcoming Events

### April 7, 2015 Employer Forum - "ACA Reporting . . . SOLVED"



Date: April 7, 2015 Time: 8:00 am - 10:00 am

Location: [Coca-Cola Park - Home of the LV IronPigs](#)

Sponsored by: [BSI Corporate Benefits](#)

Invitations were sent via email on March 9, 2015.

This is an EMPLOYER only event.

You must register to attend this event. Registrations will NOT be accepted at the door.

Registration deadline: Wednesday, April 1, 2015

Click here to [Get more info](#) and click here to [Register](#)

### April 28, 2015 Healthcare Systems Engineering Symposium "Transforming the Future of Healthcare through Systems Engineering"



Date: April 28, 2015 Time: 2:00 pm - 5:00 pm

Location: [Lehigh University](#), Mountaintop Campus, Wood Dining Room, Iacocca Hall

Sponsored by: [Lehigh University Health Systems Engineering Department](#) and [LVBCH](#)

Invitations were sent via email on March 6, 2015.

You must register to attend this event. Registrations will NOT be accepted at the door.

Registration deadline: Saturday, April 15, 2015

Click here to [Get more info](#) and click here to [Register](#)

# 2015 Annual Conference

## May 8, 2015 LVBCH 35th Annual Conference "Healthcare in Transition - Policy, Population and Practice"



Date: May 8, 2015 Time: 8:00 am - 2:00 pm

Location: [DeSales University, University Center Building](#), 2755 Station Ave, Center Valley, PA 18034

Invitations were sent via email on March 4, 2015.

You must register to attend this event. Registrations will NOT be accepted at the door.

Registration deadline: Monday, April 13, 2015

Click here to [Get more info](#) and click here to [Register](#)

### Featured Speakers & Topics:



***"Seeking Zero Defects: Applying the Toyota Production System to Medicine"***  
**Gary Kaplan, MD, Chairman and CEO Virginia Mason Health System**  
**Sponsored by Capital BlueCross**

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.



***"Buying Value in Healthcare"***  
**David B. Nash, MD, Dean, Jefferson School of Population Health**  
**Sponsored by Express Scripts**

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.



**“2015: The Health Care Political and Market Landscape”**  
**Robert Laszewski, President, Health Policy and Strategy Associates**  
**Sponsored by BSI Corporate Benefits**

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.

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***Help us celebrate our 35th anniversary at the 2015 Annual Conference . . . Bring your colleagues and join us for an educational and networking event you won't want to miss!***

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#### AFFILIATED MEMBERS:

