

President's Message by Tom Croyle



Looking back over the summer, I think the result of King v. Burwell was predictable. The Accountable Care Act is law. Can we move on now and fix the darn thing? Skyrocketing premiums and burdensome deductibles are not sustainable.

We are moving forward with the rollout of our data initiative with Geneia. The implementation team, chaired by Denise Moyer from B. Braun Medical, has already started implementing the first phase. As with any project of this magnitude and complexity, there will be challenges. So, we are extremely fortunate to have someone with Denise's background and experience leading the effort. The project is being rolled out in phases. The first phase will include employers in LVBCH's Capital BlueCross book of business since Capital is also using the Geneia platform for all of their clients. Pharmacy and other carriers will be added in future phases as will other employer groups.

I'm happy to report that all invited major health systems in eastern and central PA submitted responses to The Leapfrog Group's Annual Hospital Survey. LVBCH has been a Regional Rollout for this effort since 2010. Leapfrog does a great job reporting survey results on their "consumer friendly" website. Our focus has been to try to get all the major health systems in our region to submit responses because they deliver the bulk of the care to your employees and their families. Penn State Milton S. Hershey Medical Center and Easton Hospital submitted Hospital Survey responses this year for the first time. Leapfrog will also be updating its popular Hospital Safety Scores at the end of October. The information available from Leapfrog can help your employees know where they can get the best outcomes when they are sick or injured.

I am particularly pleased with our new partnership with Consumer Reports and the Choosing Wisely® campaign. Our recent August Roundtable event highlighted Choosing Wisely® and how one of our regional health systems has implemented it. This will become important as we move to new payment systems because if a provider orders additional tests and procedures, or if patients get infections or are readmitted, the provider will bear the cost. Through our new partnership, Consumer Reports provides LVBCH with a lot of great materials that you can use to help educate your employees to eliminate healthcare system waste.

As we struggle to move away from a "fee for service" world, employers need to pay particular attention to "accountable care arrangements" (ACAs) that simply add layers of administrative complexity and cost to the current fee for service system. Care coordination fees and shared savings need to improve cost and outcomes and not simply add to current costs.

At the end of the day, we all need to focus on what can we do to achieve true healthcare value.

Coalition Events

Choosing Wisely® Roundtable Eliminating Waste & Increasing Healthcare Value"

Coalition members and guests attending the August Roundtable on the **Choosing Wisely®** campaign were treated to an informative program conducted by Dominic Larusso from **Consumer Reports** and a team from the **Lehigh Valley Health Network (LVHN)**.



Dominic Larusso, Director of Health Partnerships for Consumer Reports opened the program with an overview of the **Choosing Wisely®** campaign including why it came about. He told the audience that \$750 billion of our medical spending each year is WASTE! Patients are requesting tests, treatments, and procedures that they do not need. And, providers are performing services that are unnecessary and may be harmful. The campaign encourages conversations between physicians and patients about overuse in health care and supports physician efforts to help patients make smart and effective choices. To view the slides from Dom's presentation, [click here](#).

Mark Wendling, MD opened the second half of the program by speaking to what physicians don't always know about medical procedures, insurance, costs and reimbursements! He was underscoring the fact that to make better medical decisions, providers and consumers must have more information and must be held accountable for their actions. His practice endorses and supports **Choosing Wisely®** because it promotes evidence-based medicine with quality outcomes while enabling consumers to gain insight to what's involved in medical decision making. It also assigns responsibilities on the parties culminating in evidenced-based medicine, quality outcomes and potential reductions in medical spending: These are also the ultimate goals of an accountable care organization.



Joseph Candio, MD, Executive Vice-Chair, Department of Medicine, for LVHN contends daily with the changing medical landscape as the Affordable Care Act is implemented. Whether it's wrestling with an increased demand for services, now that insurance coverage has been expanded, or navigating the "ins and outs" of a bundled payment system, he looks to **Choosing Wisely®** as a solution to the extra demands made on providers and the system. Of particular note, he cited the value of evidence-based resources for providers and consumers resulting in improved quality of care. Physicians are more likely to support this approach because primary care physicians (with the support of specialists) collaboratively developed the **Choosing Wisely®** measures. In the end,

consumers receive better care and physicians can receive incentives for higher quality care while reducing unnecessary expenditures.

Joseph Candio Jr., Physician Advocacy Liaison/LVPHO, addressed the mission of the Lehigh Valley Physician Hospital Organization (LVPHO) which is centered on: high quality healthcare, satisfied patients, and positive patient outcomes. This triple aim alignment can be summarized as: Better Care, Better Health, Better Cost, in short achieving clinical excellence (ACE). A key to ACE is to align with *Choosing Wisely*® and maximize the program resulting in better outcomes for consumers, reduced excess expenditures and financial incentives for providers. An example of the financial incentive is the Medicare Shared Savings Program employed by the Accountable Care Organization. Demonstrating to physicians that these standards are based on elements that can be measured is essential to the success of the program. To this end, all practices strive to meet Patient Centered Medical Home and National Committee for Quality Assurance standards.



Our final speaker, **Kerry Snyder**, Director of Health Informatics for Populytics is the numbers guy who pulls together the population-based data and presents it in an understandable format. The role of Populytics is to collect and analyze health status indicators for the population and determine where medical utilization is occurring or most likely to be generated. In this way, the system can change to accommodate a change in demand for services. This data is obtained from: Medical & Rx claims; Clinical data from EMR's; Health Assessment data; Provider file data; and, Member/Patient data. Utilizing data, physicians consult the treatment protocols as aligned with *Choosing Wisely*® to provide the right patient, with the right diagnosis, the right treatment and the right outcome.

To view the slides from all four of the LVHN presenters, [click here](#).

To get more information about the *Choosing Wisely*® campaign including access to more than 100 factsheets and brochure (including videos) to getting better, safer, more cost-effective care, visit our new [Choosing Wisely® page on the LVBCH website](#).

Coalition Happenings

Long-time LVBCH Board Member to Lead PHC4

Joe Huxta, Volvo Group North America, and long-time Lehigh Valley Business Coalition on Healthcare (LVBCH) Board Member, was selected as the next Chairman of the **PA Healthcare Cost Containment Council (PHC4)**. Huxta's election was announced by PHC4 Executive Director Joe Martin following the July board meeting after which he assumed his new duties. Huxta was appointed to the Council by the Speaker of the PA House of Representatives in 2007 and since then has served in various capacities including chair of the Education Committee since 2011. Huxta's involvement with LVBCH began in 1985 and since then he served as treasurer, vice-chair and chairman of the Board. He was also instrumental in LVBCH's early initiatives at pooled purchasing and setting up the first Point-of-Service medical plan in the Valley.



LVBCH Releases 2015 Health Plan Score Card

LVBCH announced the release of its second **Health Plan Score Card**, a ranking of how well health plans (national and regional health insurance companies) perform on metrics-based criteria established by the **National Business Coalition on Health's (NBCH) eValue8™** process. eValue8™ is the leading evidence-based request for information (RFI) tool available to healthcare purchasers.

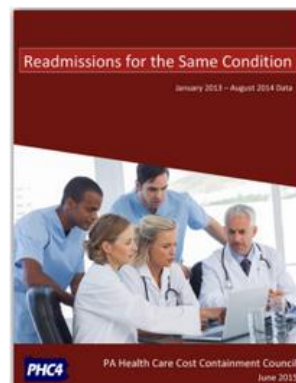
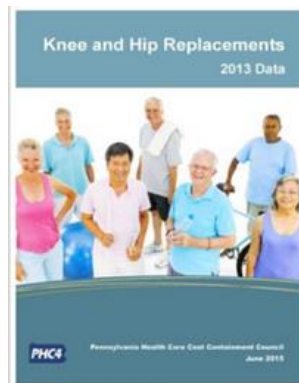
The eValue8™ RFI asks questions to determine how health plans are managing chronic conditions, reducing and eliminating waste, ensuring patient safety, closing gaps in care, promoting consumer engagement and contributing to payment reform. This is the second time in the last three years that LVBCH partnered with NBCH to measure health insurance performance in the region.



The eValue8™ process provides health plan purchasers with an alternative to relying on health plan marketing materials. It offers information verified by trained reviewers with expertise in health plan operations and value-based purchasing. Performance can be tracked year over year, within a state, by region, or across the country. We want to thank the health plans who participated in the 2015 eValue8 process for their diligence and cooperation: **Capital BlueCross**, **Cigna**, **Highmark Blue Shield**, and **UnitedHealthcare**. To read an article that Lehigh Valley Business published about the Health Plan Score Card, [click here](#).

PHC4 Released Two Reports in June 2015

In June 2015, PHC4 released two reports, the **Knee and Hip Replacement** and the **Readmissions for the Same Condition** report. To read these reports, click in the images below.



The Pennsylvania Healthcare Cost Containment Council, better known as PHC4, is a vital organization for employers and consumers of medical care in the Commonwealth. Known for its studies and reports on quality, cost and utilization of medical services, PHC4 continues to release valuable information to the public on critical healthcare issues. LVBCH has been a supporter of PHC4 since its inception and placed a representative on the Council's Board in 1998 when the late **Kitty Gallagher**, president of LVBCH at the time, was appointed to the Council. Today, in addition to **Joe Huxta**, Volvo Group North American, **Bob Johnston**, East Penn Manufacturing, also serves on the Council. Both Joe and Bob are long time LVBCH Board members and are actively involved in several other LVBCH committees and activities.

For more information about PHC4, visit their website: www.PHC4.org

Data Analytics Update

Implementation is underway for phase 1 of the LVBCH/Geneia partnership agreement to provide LVBCH employers with an advanced health care analytics tool.



Denise Moyer from *BBraun* is chairing the recently formed steering committee. Six LVBCH employer members have signed up to participate in this first effort and launch meetings took place in early September. Additional information will be reported to the membership as the implementation progresses. For more information on the data analytics project, check out the [Geneia factsheet](#).

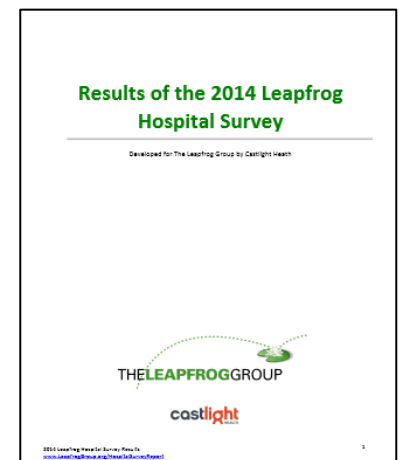
Leapfrog Releases Hospital Survey Results Report

In 2014, just over 1,500 U.S. hospitals voluntarily completed the **Leapfrog Hospital Survey**. This represented 39% of hospitals nationwide, compared to 1,437 hospitals (37% nationwide) in 2013. While hospitals are demonstrating an increased commitment to transparency, a new report released by nonprofit hospital watchdog **The Leapfrog Group** calls for more hospitals to report to the survey. The results, as analyzed by **Castlight Health**, revealed several areas of needed improvement.



Key findings from this report include:

- ❖ Hospital participation is increasing.
- ❖ A record number of hospitals are adopting computerized physician order entry (CPOE) to reduce potential medication prescribing errors. Unfortunately, these systems fail too often, jeopardizing patients' safety.
- ❖ Maternity care shows progress, but continues to be a key area in need of improvement.
- ❖ Significant range in survival rates for high-risk procedures.
- ❖ Rates of certain hospital-acquired conditions remain a problem.
- ❖ Hospitals are decreasing deaths in the ICU through appropriate physician staffing.
- ❖ Never Events Policy compliance holding steady at 79%.
- ❖ While compliance with the practices endorsed by The National Quality Forum (NQF) is generally high among hospitals, rural hospitals have room for improvement.



This report is the last in a series of six reports examining key quality and safety measures at hospitals nationwide, based on data taken from the 2014 *Leapfrog Hospital Survey* of 1,501 U.S. hospitals and analyzed by **Castlight Health**. To view the complete report click on the image of the report above. To access other Leapfrog reports, visit: <http://www.leapfroggroup.org/HospitalSurveyReport>.

Guest Articles

BeneFIT® Corporate Wellness

Wellness at Work: Why Company Health Fairs Are Worth the Investment

One Benefit Employers May Not Be Considering

Implementing workplace wellness programs has become a widely used strategy for impacting the health and wellness of employees. Often, that leads employers to offer an annual health fair, including health screenings and wellness education, to raise awareness and help employees understand their current health status.



"Our employees appreciated the ability to receive health screening/information on site. It was convenient and more personable than testing and receiving results via email or phone," said **Theresa Schwartz**, Executive Vice President, Director of Human Resources at Univest Corporation.

What some employers may not realize is that aggregate data obtained from health fairs can also aid leadership in identifying wellness needs and program opportunities for future implementation. Providing ongoing educational and interactive programs for employees will help them maintain post-fair momentum in improving their personal health and wellness. Program options include: 1) On-site stress management education; 2) Health risk assessment, 3) One-on-one tobacco cessation support; 4) Activity tracker program; 5) Health coaching, 6) Weight management support; and 7) Healthy eating education. To learn more about BeneFIT health fairs and other workplace wellness programs, contact Sr. Client Solutions Specialist Eileen Fallis at 610-969-0486 or wellness@benefitcorporatewellness.com.

United Concordia Dental – Sports Drinks Hard on Teeth!

Sports Drinks Can Damage Your Teeth?



Most children look forward to playing sports through middle school and high school and you are always in need for a good thirst quenching drink while playing sports. Who wants to drink boring old water, when sports drinks taste so much better? Most kids turn to sports drinks. You may think that these drinks are a good boost while playing a hard game of soccer, but this is not the case. They put you at a much higher risk to develop cavities or tooth decay. This damage can be caused even after only five days of consistent use.

How can you help this without cutting sports drinks out completely?

1. Try drinking them through a straw.
2. Add water to the drink to neutralize the effects.
3. Chew sugar-free gum or rinse your mouth with water.
4. Wait at least 30 minutes before brushing your teeth after drinking to reduce the corrosion of dentin on your tooth's enamel.

Think about your teeth before you pour that sports drink!

Maintaining oral health can keep you healthier in many other ways! For more tips for a healthier mouth visit: <https://www.unitedconcordia.com/dental-insurance/dental/>

Worth Repeating

Choosing Wisely® Info Now Available on LVBCH Website

LVBCH partnered with **Consumer Reports** to promote the **Choosing Wisely®** campaign designed to educate employers and their employees about the dangers and issues associated with the overuse of health care services. The campaign helps employers encourage their employees to get involved in their health care so they can have informed conversations with their physicians.

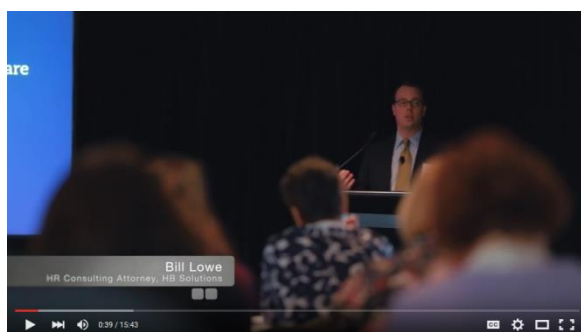


Now you access more than 100 factsheets and brochures (including videos) to getting better, safer, more cost-effective care right from our [new LVBCH webpage](#).

From this new webpage, you can access FREE educational materials, in PDF format, that you can download or print for your individual, company and/or family use. **We encourage you to share this important information with your family, friends, co-workers and colleagues.**

Videos of ACA Reporting Event Available

On April 7, 2015, the LVBCH Government Committee held an educational event at Coca Cola Park to help LVBCH employer members understand the new reporting requirements of the Affordable Care Act (ACA). The event sponsor, **BSI Corporate Benefits**, provided us with videos from the event featuring two of the speakers. These videos contain important information that employers need to know and review with their management, broker and/or benefits consultants to avoid penalties. We sincerely thank BSI for sponsoring the event and providing these videos. We hope these videos help you better understand the ACA reporting requirements and what you need to do to be ACA compliant. It is not too late for companies to make sure they are ACA compliant, however, you need to take action soon!



"The What" of ACA Reporting: Presented by BSI Corporate Benefits



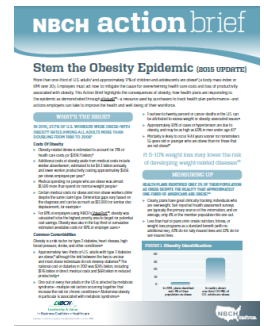
"The How" of ACA Reporting: Presented BSI Corporate Benefits

Information about LVBCH Events Available Online

You can access information about all of our 2015 LVBCH educational events (speaker presentations, photos, speaker bios, videos and more) from the [2015 Past Events](#) page of our website.

NBCH/LVBCH Action Brief - Stem the Obesity Epidemic

More than one-third of U.S. adults and approximately 17% of children and adolescents are obese (a body mass index over 30). Employers must act now to mitigate the cause for overwhelming health care costs and loss of productivity associated with obesity. Employers can play a key role in improving the health and well-being of their workforce. This Action Brief highlights the consequences of obesity; how health plans are responding to the epidemic and actions employers can take to improve the health and well-being of their workforce. To read it, click on the image of the report or [click here](#). An important benefit of our membership in the National Business Coalition on Health (NBCH) is access to helpful publications like these Action Briefs. To read others, [click here](#).



LVBCH Announces Development of Private Insurance Exchange

In June, LVBCH announced its selection of bswift's technology to power a private exchange for its member employers. Concurrently, bswift announced that First Niagara Benefits Consulting (FNBC), would manage the LVBCH private exchange. The LVBCH private exchange offers competitive benefit options for employees by leveraging existing LVBCH products and the robust technology that bswift has developed over the past 15 years. One LVBCH employer is currently in the implementation stage with a go-live date of 2016. Click here to read the [News Release](#).



Your Medical Data: What You Need to Know Now

Consumer Reports developed this new 16-page guide to help consumers understand how their medical records and data are being used to improve the delivery and quality of care. It was created in collaboration with AcademyHealth, with support from Atlantic Philanthropies. The use of large datasets, or "Big Data," in health care has great potential. It can provide patients, doctors and nurses with new information and tools to improve the quality and coordination of care. But there are also risks, especially privacy and security concerns. The guide provides advice for how consumers can safely participate in the data revolution, while also taking appropriate steps to protect and secure their medical data from unauthorized disclosure. To read the guide, click the image above or [click here](#).



New Members

Welcome New LVBCH Member

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

- ❖ **Andesa Services Inc.**
- ❖ **City of Lancaster**
- ❖ **CVS Health**
- ❖ **Janssen Pharmaceuticals, Inc.**
- ❖ **Philips Healthcare**
- ❖ **Talen Energy Corporation**

Upcoming Events

LVBCH Employer Forum - Wellness Programs - 9/24/15



Date: Thursday, 09/24/15 Time: 8:00 am - 11:00 am
Location: [FLSmith Inc.](#), 2040 Avenue C, Bethlehem, PA 18017
Registration Deadline: Monday, 9/14/15 (This is an Employer” only event.)
Click here to [Get More Information](#)

Berks County Heart & Stroke Walk – 10/4/15



Date: Sunday, October 4, 2015 Time: 9:00 am -12:00 noon
Location: [Blue Marsh Lake](#), 1268 Pallasades Drive, Leesport, PA 19533
Sponsored by: [American Heart Association](#)
Click to [Get more info](#) and [Register](#)

Step Out Walk to STOP Diabetes – 10/10/15



Date: Saturday, October 10, 2015 Time: 9:00 am -12:00 noon
Location: [Iron Pigs Stadium, Coca Cola Park](#), 1050 IronPigs Way, Allentown, PA 18109
Sponsored by: [American Diabetes Association](#)
Click to [Get more info](#) and [Register](#)

Save the Date - LVBCH 2016 Annual Conference – 5/5/16

Date: Thursday, May 5, 2016 Time: 8:00 am - 3:00 pm
Location: [DeSales University, University Center Building](#), 2755 Station Ave, Center Valley, PA 18034