

## President's Message by Tom Croyle



We are closing out another very successful year at LVBCH. Our 35<sup>th</sup> year saw continued growth in LVBCH membership and expanded utilization of LVBCH's partner programs.

Membership grew to an all-time high with 190 member organizations representing close to 350,000 covered lives. We added 19 new employer members representing over 10,000 employees during 2015.

We completed NBCH's eValue8 health plan performance assessment process and produced our Health Plan Score Card for employers to use as a guide in selecting their health plan partners. We renewed agreements with our medical plan partners which hold or improve our administrative pricing through 2018. We also made improvements to our Pharmacy Benefit Management (PBM) program's pricing for 2016 through a unique program feature known as "Market Check" that delivers market-competitive pricing and additional value-added service to employers in the PBM program.

Many benefit plan sponsors lack the time, staff or resources to fully evaluate their healthcare programs. A large part of LVBCH's value proposition is keeping members abreast of the healthcare market and ensuring our programs provide our members with the best quality and most competitive pricing available in the market. Working with committed employers and trusted partners, is how LVBCH continues to deliver value to our members in an ever changing healthcare world.

In 2015, we launched new partnerships to offer expanded services to our members. Our first data analytics initiative with Geneia is in the testing stages of implementation. A partnership with bswift and First Niagara Benefits Consulting resulted in a successful launch of a technology platform to deliver health benefits to employer groups.

Looking forward, a recent national survey indicated employers' most critical objectives are basic: *Improve the health and productivity of employees; increase informed wise use of healthcare services by employees and their families; and provide better care management for employees with the highest healthcare needs and costs.*

We will continue to be challenged by the increasing consolidation of employers, providers, health plans and brokers. We will likely see more opportunities for direct engagement with health care providers than in the past. I expect more employers to look at contracting directly with providers for selective services such as care management, work site clinics, centers of excellence, and narrow networks. These services, however, must be objectively measured for their quality and value. Looking forward, I encourage employers to adopt health management approaches that align with value-based purchasing as we move into an exciting New Year.

# Coalition Happenings

## Longest Serving LVBCH Board Member Announces Retirement

After serving on the LVBCH board for 30 years, **Joe Huxta (Volvo Mack)** announced that he is retiring effective March 1, 2016. And what a record of accomplishment he leaves. In his time with the Coalition, Joe has served as president, vice-president and treasurer in addition he also chaired several committees and ad hoc task forces.



He was also the driving force behind the first efforts at pooled purchasing and headed up the Ad Hoc Task Force that established the first self-insured Point-of-Service program called "Community Choice." At the time, it was a first ever self-insured product offered by the Coalition. Through it all, Joe was also concerned about improving the quality of medical care and assuring that employers and employees received the best care possible for the dollars spent. In addition, Joe represents LVBCH on the Pennsylvania Healthcare Cost Containment Council (PHC4) where he now serves as Chairman. In retrospect, Joe has contributed much to the success of the Coalition and we thank him for his many years of service and wish him well in his retirement.

## LVBCH Employer Forum – “Wellness Programs” - 9/24/15

September's Employer Forum featured a program on corporate wellness; a topic of major concern to employers of all sizes. The LVBCH Wellness Committee sponsored the program to help employers meet the challenge of keeping employees healthy and well through dedicated programs of health promotion and disease prevention. **Joe Huxta** from Volvo/Mack Truck kicked off the program with a presentation about his company's award winning employee wellness program -- "Health for Life". Next was a panel discussion, with representatives from four LVBCH employers, about wellness program successes and failures. Panelist included **Denise Moyer** (B Braun Medical), **Maggie Mente** (FL Smidth), **Mary Jo McNulty** (Lehigh University) and **Richard King** (Schlouch Incorporated). **Carol Michaels** (Benefit Corporate Wellness/Populytics) moderated the lively discussion. The panel discussion was followed by a Q&A session so attendees could get all their questions answered and ideas could be openly exchanged. The event was hosted by LVBCH member FLSmidth.



Pictured above: (L) **Joe Huxta**, Volvo Group/Mack Trucks; panelists (L-R) **Denise Moyer**, BBraun Medical Inc., **Maggie Mente**, FLSmidth; **Mary Jo McNulty**, Lehigh University; **Richard King**, Schlouch Incorporated. Panel moderator (R), **Carol Michaels**, BeneFIT Wellness Corporation.

## Wellness Committee Announces: Wellness Spotlight Award



Beginning in 2016 a new category of employer award will be made at the LVBCH Annual Conference held in May. The LVBCH Wellness Committee recently announced the new **Wellness Spotlight Recognition Program**.

The purpose of the program is to recognize employers for their commitment to worksite health and wellness. The Program focuses on corporate initiatives related to **Weight Management** including: **Nutrition, Physical Activity and Overall Weight Management**. Recognition levels are: **Good, Better, Best**. Employers will receive complete information and application after the first of the year and will have two months to submit their applications. Award recipients will be notified in April.

## LVBCH Teams Walk to Support Two worthy Cause!



American Heart Association – 2015 Heart & Stroke Walk

LVBCH once again participated in community walks for great causes including the **Heart & Stroke Walk - Berks County -- Sponsored by the American Heart Association**. The event took place on Sunday, October 4, 2015 at Blue Marsh Lake in Leesport, PA.

Our contingent of walkers included (L-R) **Wendy Manarino**, **Tom Croyle**, **Rachel Burger**, **Sonia Finnegan** Capital BlueCross, Senior Account Executive, (and her dog), and **Sean Madara**, Capital BlueCross, Manager Strategic Producer Relations and his family (wife, daughter and son). Sonia's son also participated in the walk but is not in the photo.

Team LVBCH also participated in the **Step Out Walk to STOP Diabetes -- Sponsored by American Diabetes Association**. The event was held on Saturday, October 10, 2015 at the IronPigs Stadium at Coca Cola Park in Allentown.

Pictured first row (L-R): **Wendy Manarino**, LVBCH Business Manager, **Josh Doule** (Vicki's son), **Rachel Burger**, LVBCH Director of Operations, **Elisha Worthington**, Capital BlueCross Account Executive-Small Group Sales, **Liann Migash** (Richard's wife). Pictured second row (L-R): **Vicki Doule**, Capital BlueCross Sr. Director, Group Sales Major Market, **Andy Doule** (Vicki's husband), **Ben Doule** (Vicki's son), **Grace Doule** (Vicki's daughter), **Richard Migash**, Capital BlueCross Manager New Business, Major Market East. **Diane Heinly** (from Capital BlueCross) and her husband **Tom** also participated in the walk but are not in the photo above.



American Diabetes Association Step Out Walk to Stop Diabetes

## Capital BlueCross Conducts Client Meeting

Representatives from **Capital BlueCross (CBC)** met with employers enrolled in the **LVBCH/CBC** medical program at LVBCH Headquarters building in downtown Bethlehem on Friday, October 2, 2015. Client meetings are an integral part of keeping employers apprised of how their company's employees are utilizing the medical care delivery system as well as tracking expenditures. These sessions provide a forum for employers to discuss how they can obtain the maximum performance from their health plans and maximum benefit their employees.



Pictured above Vicki Doule and Jay Simmons (L); members listening to Dr. Harr (center) and Heather Tressler (R).

Three interesting topics were addressed during the informative meeting. First up was “**Transforming Healthcare Delivery – National and Local Value Based Programs**” presented by **Vicki Doulé**, Senior Director, Group Sales Major Market and **Jay Simmons**, Vice President, Provider Network Engagement. Next was “**Quality Improvements as a Result of eValue8**” presented by **Dr. Denise Harr**, Senior Medical Director. The third and final presentation was “**Antibiotic Resistance Campaign**” by **Heather Tressler**, Health Management Implementation Specialist. Representatives from the following LVBCH companies attended the meeting: B. Braun Medical, East Penn Manufacturing, Essroc, kgb, Lehigh University, Members 1<sup>st</sup> Federal Credit Union and Volvo/Mack.

## Essroc Hosts Health Safety and Health Fair!

On September 18, **Essroc** conducted their annual Safety & Health Fair at their corporate headquarters in Bath, PA. The primary purpose of the event was to educate Essroc employees on the importance and benefits of making healthier lifestyle choices. Essroc employees had the ability to get cardiovascular screenings, flu vaccinations, and blood work analyses, all at zero cost to the employees. Several LVBCH purchasing partners also participated in the event including Capital BlueCross, Integrated Behavioral Health and National Vision Administrators.

All attendees received a packet of health-related information including some of the new “**Choosing Wisely®**” brochures that are now available to LVBCH members at no cost as a result of LVBCH's partnership with **Consumer Reports**. The Choosing Wisely® campaign is 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. To access more than 100 guides (including videos) to getting better, safer, more cost-effective care, visit [http://www.lvbch.com/lvbch\\_80\\_2\\_59\\_3\\_choosing-wisely-.html](http://www.lvbch.com/lvbch_80_2_59_3_choosing-wisely-.html)



Pictured (L-R) at the fair are **Rachel Burger**, **Paul Chuckalovcak** (Essroc Director Compensation & Benefits) and **Wendy Manarino**.

## Guest Articles

### United Concordia Dental

### Oral Wellness: Holiday Eating Habits to Save Your Teeth!



UNITED CONCORDIA<sup>®</sup>  
DENTAL  
Protecting More Than Just Your Smile™

Holidays are the time for sweets, treats and more. Below are some tips to keep your mouth healthy and happy during the holiday season:

1. Eat sugary treats with your meal when extra saliva is produced in your mouth.
2. Drinking water throughout the day can help rinse your mouth.
3. Munching on cheese can protect tooth enamel from decay and also increase saliva in your mouth.
4. Try not to chew on the ice in your drink as it can cause fractures and chips in your teeth.
5. Drink soft drinks through a straw positioned toward the back of your mouth. This prevents a sugary coating from forming on your teeth.

For more Oral Wellness tips, please visit **United Concordia's Dental Health Center** and register for My Dental Benefits by visiting [www.unitedconcordia.com](http://www.unitedconcordia.com)

### Benefit Corporate Wellness/Populytics Creating Healthy Ways to Celebrate the Holidays!

To keep employee morale up, it seems like we are scheduling more and more celebrations at the workplace. While birthday gatherings, holiday parties, special occasions, and retirement celebrations are important, it's also important to advocate healthy traditions. Here are a few tips to keep your workplace smorgasbord healthy.

- **Skip the traditional birthday cake and replace it with a seasonal fruit tray or veggie assortment for all to share.** Perhaps take a survey to see what each employee's favorite healthy snack is, keep a list, and provide this alternative on the employee's special day.
- **Instead of serving a heavy ranch dip with your office veggie tray, offer a healthier alternative like hummus or a Greek-yogurt dip.** Greek-yogurt based-dips are a lower calorie option, and just two tablespoons of hummus can offer up some protein, fiber, and healthy fat.
- **What about refreshments?** While sweet beverages like soda, lemonade and punch can be an easy buy for an office party, add some fun with water pitchers with assorted citrus fruits to add flavor and antioxidants. Switch up those 150 calorie soda cans and become creative with different water infusions like grape, strawberry, and lime.
- **Celebrate with a Wellness Break!** After indulging in some healthier party eats, take this time to practice simple 10-minute activities to remind your employees of the importance of self-care. Take a short walk or lead some stretches with your employees to refresh minds and encourage physical activity. We know laughter can be a great stress reliever, so add a humor break to each event with a few employees chosen to bring a funny joke or story to share.

BeneFIT<sup>®</sup>  
Corporate Wellness



Don't let the fear of traditional unhealthy options prevent your employees from attending your next workplace celebration, but rather indulge in your creativity to starting fresh healthy ideas!

## National Vision Administrators (NVA) Contact Lens Service Might be for You

Get Free Shipping with Purchase of Contact Lenses from Contact Fill,  
NVA's Mail Order Contact Lens Service



One great feature of an NVA vision benefit with LVBCH is that it covers contact lenses. An eye care professional's office or website is often the first source for contact lenses. However, if LVBCH members are in need of replacement contact lenses or prefer to receive their lenses by mail order, they may order them from Contact Fill. You can easily compare Contact Fill's contact lens prices for specific contact lenses on their website [www.contactfill.com](http://www.contactfill.com) or by phone at 1-866-234-1393. NVA is confident that you will find Contact Fill's pricing lower than the competition. All LVBCH members are eligible to receive Free Standard Shipping with every contact lens order placed through Contact Fill, from now until March 31, 2016. Just use coupon code **LVB15** when ordering

online at [www.contactfill.com](http://www.contactfill.com) or by phone at 1-866-234-1393 (Customer Service hours are 8 am to 9 pm, seven days a week). LVBCH coupon code **LVB15** must be used by March 31, 2016 to receive Free Standard Shipping with a Contact Fill purchase.

Contact Fill carries all major contact lens brands at a discounted price\*, up to 30% below average retail prices! Ordering is fast and easy. Plus, if members have extra FSA or HSA dollars and need to use them before they expire on December 31, 2015, why not use them on contact lenses? [Click here](#) for general questions and answers about contact lenses.

*\*Contact lenses cannot be sold for less than the manufacturer's minimum price, where applicable. Free shipping offer is not valid with pick up orders. This article contains product names, trade names, or logos of third party products whether or not appearing with trademark symbol which belong exclusively to their respective owners.*

## Geneia CEO Keynotes National Business Coalition on Health Annual Conference



Geneia CEO Mark Caron delivered a keynote address at last month's National Business Coalition on Health Annual Conference. In his speech, *The Aim of Big Data-Turning Action, Insights and Meaning into Value*, Caron discussed how the proliferation of data – from sources such as health plan benefits, claims, utilization, hospital admissions, labs, pharmacy, wearable devices, social networks, connected homes and cars, and more – has created an acute need for analytics platforms to convert the information to usable insights. "All of the stakeholders engaged in the patient's health – physicians, hospitals, health plans, and even employers – need an advanced analytics platform to convert this explosion of data into a format that is readily consumable and actionable," said Caron.



He also talked about the range of insights available to employers and a Geneia case study that illustrates how one employer used Geneia's analytics platform to determine the number of employees who:

- are currently admitted to the hospital;
- visited the emergency department in the past year, but not their primary care physician; and
- are eligible to switch from a brand name prescription to a generic version.

Click one of the following links to: [Download the Geneia Factsheet](#); [Download the Geneia Case Study](#); or visit [www.geneia.com](http://www.geneia.com)

## Worth Repeating

### The Leapfrog Group Releases Major Hospital Safety Information

It's been a busy end-of-the year for The Leapfrog Group as in the space of two months it named its *Top Hospitals* and released the *Fall 2015 Hospital Safety Scores* and *C-Section Rate Report*.

### Top Hospitals for 2015



Two more hospitals from the greater LVBCH service area are named “*Top Hospitals*” by the Leapfrog Group, the nation’s premier hospital safety advocate. Joining the ranks of top hospitals are ***Geisinger Medical Center (Danville)*** and ***Reading Hospital***.

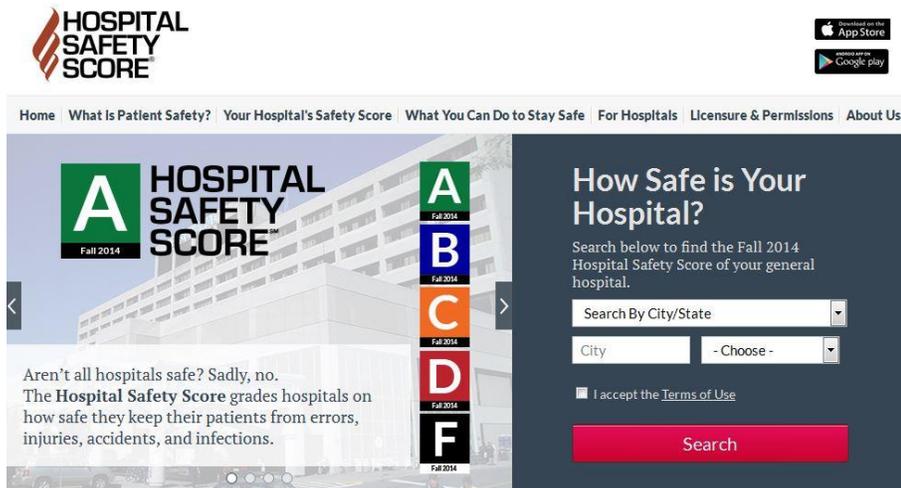


Widely acknowledged as one of the most prestigious distinctions any hospital can achieve in the United States, the award recognizes hospitals that are committed to Leapfrog's vision of providing the safest, highest quality health care for consumers and purchasers alike.

The announcement came on December 2, 2015 at Leapfrog's 15th anniversary celebration in Washington, D.C., with key decision-makers from Leapfrog's network of purchaser members, industry partners, health care stakeholders and national collaborators gathered for the occasion. Tom Croyle, LVBCH president, was on hand at the event to make the award presentations to these two local hospitals that are leading the pack on quality, patient safety and transparency.

To read the entire news release about the 2015 Top Hospital Awards, [click here](#). To see the full list of institutions honored as a 2015 Top Hospital, please visit [www.leapfroggroup.org/tophospitals](http://www.leapfroggroup.org/tophospitals).

# Hospital Safety Scores – Fall 2015



Another important contribution from the Leapfrog Group is the bi-annual **Hospital Safety Score**, a program that grades hospitals on how well they protect their patients from errors, injuries, accidents, and infections. These mistakes harm millions of Americans every year, and it is estimated that up to 440,000 lives are lost each year due to preventable medical errors.

Leapfrog assigned the A, B, C, D, and F letter grades to 2,530 U.S. general hospitals in this latest update. The letter grade is based on 28 national measures and is the most comprehensive safety rating available. It uses the most recent, up-to-date, publicly available data. It is the only tool that focuses exclusively on errors, injuries, accidents, and infections. Other ratings systems look at a variety of factors to rate a hospital, such as patient satisfaction, reputation or procedure-specific outcomes. And, unlike media-run scorecards, the Hospital Safety Score does not rely on advertising, sponsorships or other mass-media concerns to operate.

In PA, letter grades were assigned to 131 hospitals with 31 (or 24%) receiving an 'A', the highest letter grade. The only two hospitals in the entire state of PA that have received 'Straight As' since the inception of the Score in 2012 are two local hospitals -- **Lehigh Valley Hospital (Cedar Crest)** and **Lehigh Valley Hospital-Muhlenberg**.

"Nearly 1,000 people die every day because of preventable hospital errors. The Hospital Safety Score should be the first thing patients and family members consult when faced with a planned procedure or hospital stay," said Tom Croyle, President of LVBCH. "We're pleased to recognize the hard work and commitment of all the following hospitals serving LVBCH employer communities that scored an 'A' letter grade in this latest update. We encourage these hospitals to continue making the well-being of their patients a top priority and that other area hospitals will follow their example."

- Geisinger Community Medical Center
- Geisinger Lewistown Hospital
- Geisinger Medical Center
- Lancaster General Hospital
- Lehigh Valley Hospital (Cedar Crest)
- Lehigh Valley Hospital – Muhlenberg
- Pinnacle Health at Community General Osteopathic
- Pinnacle Health at Harrisburg Hospital
- Pinnacle Health West Shore Hospital
- Reading Hospital
- St Luke's Hospital – Allentown Campus
- St Luke's Hospital – Anderson Campus
- York Hospital

The Hospital Safety Score assigns A, B, C, D and F grades to more than 2,500 U.S. hospitals twice per year. It is calculated by top patient safety experts, peer-reviewed, fully transparent and FREE to the public. For more information about the Hospital Safety Score or to view the list of state rankings, please visit [www.hospitalsafetyscore.org](http://www.hospitalsafetyscore.org).

## Leapfrog C-Section Report

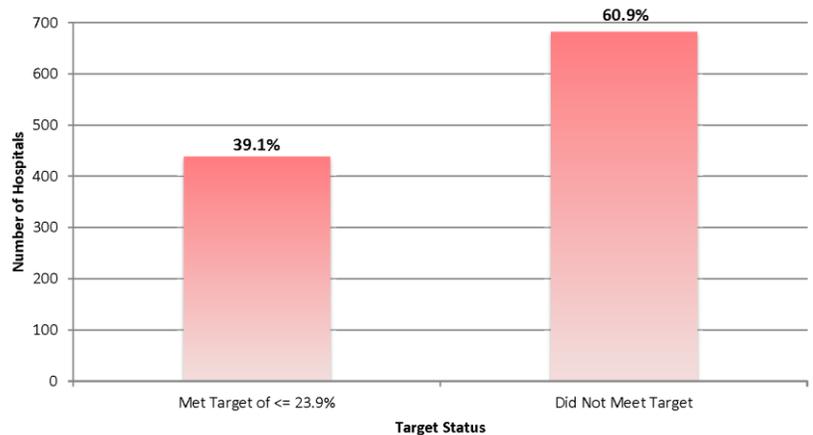
Another critical report from the Leapfrog Group is the C-Section Rate of American hospitals. It's no secret that C-section rates have been growing for the past four decades. Not only are C-section births more expensive they may also pose a risk to both mother and baby. Surgical procedures are prone to unexpected complications including secondary infections, resulting in extended hospital stays as well as additional expenses.

While it's a given that a certain percentage of births will be C-sections, the goal of Leapfrog is to reduce the number of pregnancies that require surgical intervention during birth. Working with experts from the *Joint Commission*, *National Quality Forum (NQF)*, and *CMS*, Leapfrog's Maternity Care Expert Panel set a C-section target rate of no more than 23.9 percent of births. In a review of national C-section data, Pennsylvania ranks 17<sup>th</sup> in the nation with just over 25 percent of all births by C-section.

To view the complete C-section data, along with a variety of links to educational resources, please visit <http://www.leapfroggroup.org/c-section>.

### Hospital Performance on Cesarean Sections

(1,122 hospitals reported a cesarean section rate in 2015)



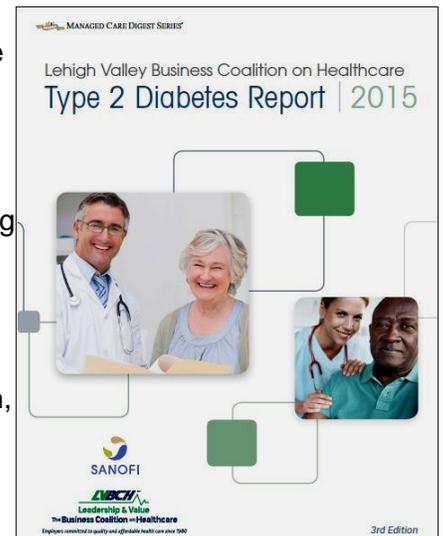
## LVBCH and Sanofi US Release 2015 Type 2 Diabetes Report

For the third year in a row, the *Lehigh Valley Business Coalition on Healthcare* (LVBCH) and *Sanofi US* (Bridgewater, NJ) announce the release of the **Type 2 Diabetes Report**. The 2015 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 2012 through 2014) 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.

The report and press release are posted on the LVBCH website:

[http://www.lvbch.com/lvbch\\_1094\\_1\\_53\\_15\\_diabetes-type-2-diabetes-report.html](http://www.lvbch.com/lvbch_1094_1_53_15_diabetes-type-2-diabetes-report.html)



## 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:

- ❖ County of Berks
- ❖ Easton Coach Company
- ❖ Kistler O'Brien Fire Protection
- ❖ Members 1st Federal Credit Union
- ❖ Valley Youth House

## Upcoming Events

### LVBCH Roundtable – “Trends in Benefit Design Evolution”- 3/10/16



Date: Thursday, 03/10/16                      Time: 8:00 am - 11:00 am  
Location: [Glasbern Inn](#), 2141 Pack House Road, Fogelsville, PA 18051  
Registration Information: Invitations will be sent via email in January 2016.

**Topic:** You will learn how the ACA, the move to consumerism and technology advances are impacting employer benefit plan offerings. The discussion will include CDHP design, value-based purchasing, wellness incentives and lots more.

Featured Speaker:  
**Bruce Sherman, MD**, Medical Director, Ohio Based Employers Health Coalition

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



Date: Thursday, May 5, 2016                      Time: 8:00 am - 4:00 pm  
Location: [DeSales University](#), [University Center Building](#), 2755 Station Ave, Center Valley, PA 18034  
Featured Speakers: **Steve Miller, MD**, Senior Vice President & Chief Medical Officer, Express Scripts  
**Robert Laszewski**, President, Health Policy and Strategy Associates  
Registration Information: Invitations will be sent via email in March 2016.

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AFFILIATED MEMBERS:

