

For Immediate Release

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LVBCH Annual Conference Celebrates 36th Anniversary

Bethlehem, PA (April 4, 2016) The *Lehigh Valley Business Coalition on Healthcare (LVBCH)* will feature nationally known healthcare experts during its 36th annual conference, "*Healthcare in Transition: Strategies to Increase Healthcare Value*," on May 5, 2016 at DeSales University.

"On-going increases in health care costs continue to drive employers to look for cost-saving solutions," said LVBCH President Tom Croyle. "In this challenging environment, employers must look for opportunities to drive employee engagement, address chronic health conditions and help create an environment of health and personal responsibility. Our speakers will provide insights into current trends and market factors which are likely to have the highest value for employers and employees now and into the future."

Featured speakers and their topics are:

Robert Laszewski, President, Health Policy and Strategy Associates, who will discuss which trends will survive, which will remain but evolve more slowly, and how the market may look in years to come. Mr. Laszewski is a highly regarded expert on healthcare policy whose 40 years of combined experience in the marketplace as an insurance company chief operating officer and as a Washington, DC insider give him a unique perspective on all of this change.

Steve Miller, MD, Senior Vice President & Chief Medical Officer, Express Scripts, who will discuss clinical matters including e-prescribing initiatives, specialty solutions and overall development of products that make prescription drugs safer and more affordable. Chief Medical Officer since 2006, Dr. Miller is a leading advocate for fair drug pricing, supports government relations, leads the Pharmacy & Therapeutics Committee, manages the Medical Affairs team and interfaces with client groups. His expertise represents years as a medical researcher, clinician and administrator, and spans numerous healthcare subjects.

Mark A. Caron, CHCIO, FACHE, Chief Executive Officer, Geneia, who will discuss tools that enable employers to harness healthcare claims data to better understand employee behaviors related to their health. This insight can be a valuable tool in designing health benefit plans and employer health promotion campaigns to improve employee health. Mr. Caron brings more than 30 years of business and technology expertise with over 25 years in health care traversing both health care delivery systems and health insurers. Prior to becoming CEO of Geneia, he was Chief Information Officer and Senior Vice President of Capital BlueCross.

Premier sponsors of the 2016 Annual Conference are once again Coalition partners **Capital BlueCross** and **Express Scripts**. This year, they are joined by LVBCH's data analytics partner, **Geneia**.

Registration is required by Monday, April 11. The conference fee, including breakfast and lunch, is FREE for employees of LVBCH member companies and \$100 for employees of non-member companies. To register, visit www.LVBCH.com and complete the on-line registration form. LVBCH must receive payment from non-members no later than Monday, May 2, **and there are no registrations at the door.**

For more information, contact LVBCH at (610) 317-0130.

About LVBCH

LVBCH is a multi-state, not-for-profit, coalition of employers striving to provide access to quality affordable healthcare for their employees. The Coalition's mission is to improve the delivery, cost and quality of health care in our communities through: Collective employer action; Quality and data initiatives; Value based purchasing; and, Providing forums for the exchange of information, ideas and resources. The Coalition is also a member of the National Business Coalition on Health, the National Quality Forum and The Leapfrog Group. For more information, visit www.LVBCH.com.