

For Immediate Release

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LVBCH Annual Conference Celebrates 37th Anniversary

Bethlehem, PA (April 4, 2017) The **Lehigh Valley Business Coalition on Healthcare (LVBCH)** will feature six national and local healthcare experts during its 37th annual conference, "**Healthcare in Transition: What's Next?**" on **May 4, 2017** at **DeSales University**.

"The U.S. stands at a critical juncture with regard to determining how to provide access and pay for health care. The transitions taking place in health care continue despite the confusion emanating from Washington," said Tom Croyle, LVBCH President. *"Our annual conference provides an excellent opportunity to bring employers, providers and health insurers together to discuss the current political scene, trends and market factors driving changes in healthcare as well as local efforts to improve the quality of care,"* said Croyle.

Featured speakers and their topics are:

Robert Laszewski, President, Health Policy and Strategy Associates, will discuss potential changes in the healthcare political and market landscape. 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 the potential healthcare-related changes.

Lawton R. Burns, Ph.D., MBA, Professor, Wharton School, University of Pennsylvania, will discuss consolidation in healthcare. Dr. Burns is a Professor of Health Care Management, and a Professor of Management in the Wharton School at the University of Pennsylvania. He has analyzed physician-hospital integration and integrated delivery networks over the past 30 years. In recognition of this research, Dr. Burns recently received the 2015 Distinguished Research Scholar Award from the Academy of Management and its Health Care Administration Division. He has published several papers on hospital systems, physician group practices, ACOs, managed care, and price transparency. He has also published several books.

Michael Thompson, President and CEO, National Alliance of Healthcare Purchaser Coalitions (NAHPC or National Alliance) will describe how coalitions are working together to drive innovation, health and value. NAHPC consists of approximately 50 healthcare purchaser-led coalitions collectively supporting over 12,000 healthcare purchasers providing health coverage to over 41 million Americans. The National Alliance's mission is to collectively empower purchasers to drive innovation, health and value for our companies, our communities and our country.

Dominic Lorusso, Director of Health Partnerships, Consumer Reports will tell attendees about the Choosing Wisely® program which is designed to educate consumers about the dangers and issues associated with the overuse of health care services. Lorusso will also tell attendees about a variety of free resources and materials that are available to employers to help educate their employees to make better healthcare choices. This includes things like co-branded websites and content, video's and a mobile app.

Mark Wendling, MD, Executive Director, Lehigh Valley Physician Hospital Organization (LVPHO), will explain how the Choosing Wisely® message can encourage employees to get involved in their health care so they can have informed conversations with their doctors resulting in better health care value. Dr. Wendling has been a practicing family physician in the Lehigh Valley for nearly 20 years. His medical and executive leadership in the LVPHO has been, and continues to be, essential in guiding innovations and implementing quality and service improvement programs involving LVPHO member physicians.

Bridget Peck, MBA, RN, Senior Medical Value Consultant, Capital BlueCross will discuss Capital's Hospital Quality Recognition Program. Ms. Peck has worked closely with The Leapfrog Group to utilize their survey data in the construction of Capital's hospital quality improvement program, making Capital the second health plan in the nation to partner with the consumer advocacy group in this way. In addition to her role at Capital, she continues to practice clinically in the Surgical Intensive Care Unit at the Hospital of the University of Pennsylvania in Philadelphia, Pennsylvania.

Premier sponsors of the 2017 Annual Conference are once again Coalition partners ***Capital BlueCross, Express Scripts, and Geneia***.

Attendees must register by Monday, April 10, 2017. 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 1, 2017, ***and there will be no registrations at the door.***

For more information, contact LVBCH at (610) 317-0130 or via email at lvbch@lvbch.com.

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.