

For Immediate Release

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LVBCH Annual Conference Celebrates 38th Anniversary

Event to focus on How Employers are Driving Healthcare Value, Innovation and Transparency

Bethlehem, PA (April 3, 2018) The Lehigh Valley Business Coalition on Healthcare (LVBCH) will feature a variety of national and local healthcare experts during its 38th annual conference, "Driving Healthcare Value, Innovation and Transparency" on Thursday, May 3, 2018 at DeSales University.

"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 Carl Seitz, LVBCH President

Featured speakers and topics will include:

- **Robert Laszewski, President, Health Policy and Strategy Associates**, will discuss the health care system under the Trump administration. 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 the American healthcare system.
- **Robert E. Andrews, Chief Executive Officer, Health Transformation Alliance (HTA)**, will discuss ways that companies can take better care of their most valuable assets - their employees. As CEO of the HTA, Andrews oversees the strategic direction of 40+ major corporations who have come together in an alliance to do one thing: "fix our broken healthcare system". Prior to joining the HTA, Mr. Andrews served as a member of the United States House of Representatives for nearly 24 years and then led the Government Affairs practice at Dilworth Paxson law firm for two years.
- **Marc Granson, MD, Founder, SurgeonCheck®** is on a mission to bring transparency to individual surgeon outcomes. By objectively differentiating high from low-performing surgeons, SurgeonCheck® uncovers critical insights that insurers, hospitals and doctors can use to improve the lives of patients and reduce healthcare costs. During his session, Dr. Granson will present the power of the SurgeonCheck® platform and, joined by Jennifer Chambers MD, Chief Medical Officer of Capital BlueCross, share the results of a pilot study conducted with Capital BlueCross.

- **Heather Lavoie, Chief Strategy Officer, Geneia** will discuss market insights that are driving health value and well-being for LVBCH members. Geneia, an analytic solutions and services company that is simplifying the evolution to value-based care, has been LVBCH's data analytics partner for the past three years. Geneia's timely insights not only are helping to fuel the work of the Coalition's Diabetes Learning Collaborative but also are enabling more fruitful collaborations between employers, providers and health plans.
- **John Adler, President, ELMC Rx Solutions**, will discuss specialty drug management and measures that employers can put in place to help control spiraling specialty drug prices. John has 22 years of experience in pharmacy benefit management (PBM) working for pharmacy benefit managers, audit & analytics firms and consulting firms. He has been published and quoted in a number of publications on PBM contracting issues and risk management/cost containment strategies.

Another highlight of the event will be the ***LVBCH Leadership in Wellness Recognition Awards***. This new initiative is designed to recognize executive leaders at LVBCH member companies for their innovation, dedication and contribution to the success of their organization's corporate wellness program. ***Amanda Greene, Wellness & Quality Specialist, BeneFIT Corporate Wellness – Populytics*** will make the award announcements and presentations.

Premier sponsors of the 2018 Annual Conference are Coalition partners ***Capital BlueCross, Express Scripts, and Geneia***.

Attendees must register by Monday, April 9, 2018. 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, April 30, 2018, 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 Alliance of Healthcare Purchaser Coalitions, the National Quality Forum and the Leapfrog Group. For more information, visit www.LVBCH.com.