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Carl J. Seitz, Jr. Named New LVBCH President

Bethlehem, PA (May 16, 2017) The *Lehigh Valley Business Coalition on Healthcare (LVBCH)* has selected Carl J. Seitz, Jr. as its new President. Seitz, who has 30 years of management experience in non-profit healthcare, replaces Tom Croyle, who plans to retire on July 1.

“Carl was selected because of his extensive knowledge of healthcare, understanding of the insurance industry, and connections with employers in our community,” says LVBCH Chair Bob Johnston. “The Board of Directors is confident that he will build on the excellent foundation laid by Tom Croyle and his other predecessors and lead the Coalition to the next level.”

Most recently, Mr. Seitz was employed as Director of Occupational Medicine for St. Luke’s University Health Network in Bethlehem, PA. Throughout his 20 years at St. Luke’s, his various responsibilities have included occupational medicine, urgent care, primary care, internal medicine, sports medicine, rural health and college health. He directed more than 100 employees and oversaw a budget of \$20 million per year. He is experienced in contract negotiations with both employers and insurers.

“I am honored to be selected the new LVBCH President,” Mr. Seitz says. “I have been a member of LVBCH’s Education and Wellness Committee for many years and am very familiar with the Coalition’s excellent work to improve the quality and reduce the cost of healthcare for area businesses. I look forward to working with the coalition’s partners and associates to develop new products and services that will grow the organization and better serve LVBCH employer members and our communities.”

Board Member Myrna Rivera, who led the Search Committee, says Mr. Seitz was chosen from a pool of outstanding applicants. “Among the reasons we selected Carl is his track record of reducing costs, improving quality, implementing new programming, building relationships, and emphasizing health and wellness,” she says. “His skills align perfectly with the Coalition’s goals.”

Prior to joining St. Luke’s, Mr. Seitz worked for Hazelton-St. Joseph Medical Center as director of Physical Medicine and Rehabilitation. He earned bachelor’s and master’s degree in health and physical education from East Stroudsburg University and a master’s degree in healthcare administration from Wilkes University in Wilkes Barre. He resides in Dallas, PA with his wife Anne. The couple has a grown son, Carl Allen and daughter Nicole.

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.

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