

**FOR IMMEDIATE RELEASE**

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**For more information, contact:**

**Tom Croyle**

LVBCH

E-mail: [tcroyle@lvbch.com](mailto:tcroyle@lvbch.com)

## ***LVBCH Endorses UnitedHealthcare Self-Insured Plan***

### ***Comprehensive Healthcare Coverage Offered at Competitive Prices***

Bethlehem, PA (December 3, 2014) Employer members of the *Lehigh Valley Business Coalition on Health Care (LVBCH)* now have access to a new, competitively priced, self-insured platform of employee health benefits from *UnitedHealthcare*.

In announcing the new endorsed product, developed by health plan partner *UnitedHealthcare*, LVBCH president Tom Croyle said, "We welcome the opportunity to work with a national partner like UnitedHealthcare in providing our employers value for their healthcare dollar. LVBCH's program with UnitedHealthcare will provide quality services at extremely competitive pricing."

By working together, LVBCH and UnitedHealthcare designed an all-inclusive benefits package that covers: medical services; pharmacy services; behavioral health; wellness; member support tools; Nurse-Line<sup>SM</sup> services; and wellness dollars. The package also includes a national network of health care professionals and hospital systems.

LVBCH works with its health plan partners to provide employers with access to the most cost-effective and cost-affordable plans on the market. This is an example of how LVBCH provides leadership and value to its member employers, their employees and the communities they serve.

Employers interested in learning more about this exclusive UnitedHealthcare self-insured plan should contact their broker or UnitedHealthcare at 877-856-3625. For information on membership in LVBCH, as well as access to all endorsed products, visit [www.LVBCH.com](http://www.LVBCH.com) or call 610-317-0130. LVBCH is the regional purchasing coalition serving the employer community for more than 30 years with the most complete options in employee health benefits.

### **About LVBCH**

LVBCH is a multi-state, not-for-profit, coalition of employers striving to provide the finest health care coverage possible for their employees, in the most economical fashion. 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](http://www.lvbch.com).