



The **Business Coalition on Healthcare**

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*Employers committed to quality and affordable health care since 1980*

[www.LVBCH.com](http://www.LVBCH.com)

**FOR IMMEDIATE RELEASE**

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## **LVBCH, Capital BlueCross reach early agreement to extend partnership**

### ***Capital BlueCross retains Preferred Partner designation***

BETHLEHEM, Pa. (Feb. 18, 2015) – The Lehigh Valley Business Coalition on Healthcare (LVBCH) and Capital BlueCross today announced that they have reached an early agreement to extend their partnership, maintaining Capital BlueCross’ designation as a LVBCH Preferred Partner. Originally scheduled for consideration at the end of 2015, the relationship now extends through 2018.

Capital BlueCross is one of only four health insurers that the LVBCH designates as a Preferred Partner. According to the LVBCH, plans selected for the Preferred Partner designation demonstrate better plan performance, pricing or enhanced service capabilities, giving employers more flexibility to select plan administrators that best meet their needs.

“It was only natural that the LVBCH reach an early agreement to extend our partnership with Capital BlueCross,” said Tom Croyle, LVBCH president. “Our employers across the region have expressed a high degree of satisfaction with the quality service and support Capital BlueCross provides. The agreement extends Capital BlueCross’ specialized pricing options and high-level customer support for LVBCH employers. We also hope to better utilize data analytics to direct efforts to specific health issues of our membership. An extended agreement strengthens our relationship

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with Capital BlueCross and our account teams so both of our organizations can continue to grow and meet the needs of our membership.”

Tracy Onorofsky, Capital BlueCross senior vice president, Commercial Group Sales, said “Extending our partnership early demonstrates how both organizations are focused on what is most important – providing our mutual customers with comprehensive products and services to meet their health care needs. Our goals of working to improve the quality of care while lowering costs is aligned with the LVBCH. Whether it is through our advanced analytic capabilities, worksite wellness programs, retail experience or innovative online health tools and mobile apps, Capital BlueCross is committed to continuously improving the health of LVBCH members and their families.”

### **About Capital BlueCross**

For more than 75 years, Capital BlueCross has served residents and businesses in central Pennsylvania and the Lehigh Valley as the region’s leading health insurer. Delivering value through innovation and collaboration, Capital BlueCross continues to evolve, investing in products, services and partnerships to create an even healthier future for customers with more choice, greater convenience and enhanced quality of care. Through Capital Blue, the company’s one-of-a-kind health and wellness retail store, consumers have a place to go for in-person health insurance consultation and service, and for health and wellness information and programs, in a welcoming, convenient environment. Headquartered in Harrisburg, Pa., Capital BlueCross is an independent licensee of the Blue Cross and Blue Shield Association employing more than 1,800 people. For more information, visit [capbluecross.com](http://capbluecross.com).

### **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).

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