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***LVBCH Appoints Physician Advisor  
Former PA Physician General Tapped for New Role***

Bethlehem, PA (June 5, 2015) – Tom Croyle, president of the ***Lehigh Valley Business Coalition on Healthcare (LVBCH)*** announced another step in strengthening its capabilities to address the healthcare issues and concerns of member employers with the appointment of ***Robert S. Muscalus, DO***, RS Muscalus Consulting, LLC Hummelstown, PA, as the Coalition's Executive Physician Consultant.

According to Croyle, "The healthcare system is undergoing tremendous changes. Dr. Muscalus brings his knowledge and experience as a family physician, health insurance executive and former Pennsylvania Physician General to LVBCH. As our Executive Physician Consultant, he will provide input on key issues such as health care cost, quality, patient safety, data analytics and new care delivery and reimbursement models."

The appointment follows a recent announcement of an initiative to provide a data and analytics platform to LVBCH and its member employers.

In commenting on his appointment Dr. Muscalus said, "I'm excited to be working with the Coalition. It's a privilege to work with a nationally recognized organization, one comprised of employers who are focused on improving cost, quality and the health of their community. They do this by working together to positively impact many aspects of a very complicated healthcare delivery system."

## **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).