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bswift, First Niagara Benefits Consulting & LVBCH Partner to Provide Private Exchange Services to Employers

Bethlehem, PA – June 29, 2015 – The [Lehigh Valley Business Coalition on Healthcare](#) (LVBCH) today announced its selection of bswift's technology to power a private exchange for its member employers. Concurrently, bswift announced that First Niagara Benefits Consulting (FNBC), a division of First Niagara Risk Management and subsidiary of First Niagara Bank, N.A., will manage the LVBCH private exchange.

The LVBCH private exchange is designed to assist employers with managing costs more effectively. It also offers competitive benefit options for employees by leveraging existing LVBCH products and the robust technology that bswift has developed over the past 15 years, including the following functions and capabilities:

- A flexible, defined contribution platform for employers and employees
- Online shopping tools, decision support and guided enrollment services for employees
- Seamless integration with preferred carrier partners
- ACA tax compliance and reporting tools
- Reporting, dashboards and alerts
- Electronic Data Interchange (EDI) files and transmissions to carriers and payroll

The LVBCH private exchange will help manage overall healthcare spend by introducing more choice and personal accountability, while driving greater consumerism and reducing over-insuring. By providing greater choices and more sophisticated decision support tools, employees will be able to select benefits that are best suited to meet their unique needs and coverage objectives. The exchange will be offered to LVBCH member firms with 100 or more employees.

“bswift has a proven track record in powering private exchanges and offers a full range of services and functionality, from its state-of-the-art decision support and shopping tools for employees, to its accurate and reliable billing reports and services for employers and carriers,” noted Tom Croyle, LVBCH President. “We are also confident our members will benefit from FNBC’s extensive expertise in managing private exchanges for its multiple employer health plan and consortia clients and its strong partnership with bswift to develop a wide range of defined contribution strategies and private exchange solutions.”

bswift CEO [Rich Gallun](#) remarked, “FNBC has designed an innovative private exchange to help LVBCH employers control benefits costs and improve employee experience in today’s increasingly competitive landscape for attracting and retaining talent. The combination of our robust technology with the highly personalized service delivered by FNBC will set the LVBCH exchange apart.”

“First Niagara Benefits Consulting is proud to partner with LVBCH, given its track record of delivering innovative and value-added products and services to its employer members,” said Scott Fair, First Vice President of FNBC. “We look forward to helping LVBCH’s members achieve their strategic benefit plan objectives through the effective delivery of private exchange solutions.”

About LVBCH

LVBCH is a multi-state, not-for-profit coalition of employers striving to provide the finest healthcare coverage possible for their employees in the most economical fashion. The Coalition’s mission is to improve the delivery, cost and quality of healthcare in our communities through collective employer action, quality and data initiatives, value-based purchasing, and the provision of 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.

About bswift

bswift, an Aetna subsidiary, offers software and services that streamline benefits, HR and payroll administration for employers and exchanges nationwide. bswift’s state-of-the-art cloud-based technology, outsourcing solutions and Springboard Marketplace exchange platform may significantly reduce administrative costs and time-consuming paperwork, making life easier for administrators and millions of consumers who enroll in benefits with bswift. For more information, visit www.bswift.com and read the bswift blog at www.bswift.com/blog.

About First Niagara

First Niagara, through its wholly owned subsidiary, First Niagara Bank, N.A., is a multi-state community-oriented bank with approximately 410 branches, \$39 billion in assets, \$28 billion in deposits, and approximately 5,600 employees providing financial services to individuals, families and businesses across New York, Pennsylvania, Connecticut and Massachusetts. For additional information on First Niagara, visit us at www.firstniagara.com, follow us on Twitter [@FirstNiagara](#), or like us on Facebook at [FirstNiagaraBank](#).