

33rd Annual Conference Largest in Coalition's History

"The Business Case for Employee Wellness & Hospital Safety"

Making the case for employee wellness and hospital safety were **Dee Edington, PhD** (Edington Associates) sponsored by **AllOne Health Management Solutions** and **Missy Danforth** (The Leapfrog Group) sponsored by **BSI Corporate Benefits**.

Dr Edington's presentation "**Employee Health Management as a Serious Business Strategy**" drew on his



more than four decades of research into studying the relationship between healthy employees and a productive workplace. Enlightened employers recognize that having a healthy workforce is more than providing medical benefits. As he pointed out, employers need to examine the health risks their employees face and design programs that address these risks. He went on to explain that within any workforce there are basically three risk categories: **Low, Medium and High**. Obviously, addressing the high risk employees, and managing these risks is desirable in order to control expenditures. The old paradigm was -- wait till there is a problem then treat. Today, the approach is to integrate the whole person into the environment and culture and engage the total population. In quality terms, this translates to fixing the system that leads to the defects before they happen.

According to Dr. Edington, this includes fixing a business structure that doesn't value wellness or puts enough emphasis on the contribution it makes toward a healthy workplace and more productive employees.

On hand to address the second part of the program "**Using Hospital Safety Scores & Quality Ratings to Steer Your Employees & Their Families toward Safer Care**" was Missy Danforth, Sr. Director, Hospital Ratings for **The Leapfrog Group**. Prior to beginning her presentation, Ms. Danforth directed attendees to a site where they downloaded a Leapfrog App used to obtain hospital safety information. She did so to illustrate one of her major points: *consumers need more information when making medical decisions*. The other points in order are: *variation in hospital performance is real, harmful and expensive; and, you have the right to demand more information, and by doing so, you will impact quality, safety and cost*. Leapfrog uses a proven methodology to develop quality ratings for hospitals by utilizing standard data collection methods familiar to all hospitals. This information is used to develop Leapfrog's well-known "**top hospitals**." Another measure developed for consumers is the **Hospital Safety Score** which produces an overall letter grade for each facility. Once again, the methodology is based on national measurement parameters accepted by the industry. These measures assist employers in not only improving overall medical care, but also directing their employees to the best performing facilities.



Presentations are available on the Coalition website www.LVBCH.com

Coalition Recognizes Innovation in the Workplace

The Coalition is once again proud to recognize those employers and organizations that demonstrate ingenuity and creativity in addressing employee workplace and community health improvements. One such project is the collaborative efforts of **East Penn Manufacturing, Reading Health System, Capital BlueCross** and **Banyan Consulting** in developing the **Primary Care Plus™** program.

Primary Care Plus™ is the Reading Health System's new approach to primary care which focuses on improved quality of care through prevention and clinically integrated services. East Penn employees and their family members---enrolled in the *Capital BlueCross HMO*---who selects a *Reading Health System* Primary Care Physician benefit from an enhanced level of services. *Banyan Consulting* provides data analytics that will help measure the effectiveness of *Primary Care Plus* and identify opportunities to improve patient health.



Accepting for their respective organizations were: **Tracy Onorofsky** (Capital BlueCross), **Rick Jones**, Sr. Vice President and CFO (Reading Health System), **Sharon Faust**, Director of Payor Relation (Reading Health System), **Scott Fair** (Banyan Consulting), **David Bowers, M. D.**, Interim Executive Director, Chief Medical Officer (Reading Health Physicians Network), **Bob Johnston** (East Penn Manufacturing), and **Tom Croyle**, president LVBCH.

In presenting the awards, Tom Croyle, LVBCH president, said, *“We are excited to be able to recognize this unique effort in Berks County reflecting an innovative approach to improving the health and productivity of the employees of East Penn Manufacturing. We are also pleased to recognize Reading Health System, Capital BlueCross and Banyan Consulting for their role in this collaborative effort.”*

Candid shots of an event well-attended!

Attendees at this year's Annual Conference had ample opportunity to meet with our sponsors as well as network with each other. They also received a warm welcome from Erica and Rachel (top R).



We thank Keenan-Nagle for its photographic support of the Conference

2013 LVBCH Annual Conference Drawing Winners

In addition to the outstanding presentations at the Annual Conference, these lucky attendees also left with prizes courtesy of our sponsors.

Sponsor	Prize	Winner
Aetna	\$50 American Express Gift Card	<i>Barb Bensinger, ESSROC</i>
AllOne Health Management Solutions	Wellness Bag	<i>Nick Rizzotto, Equinox Agency</i>
Banyan Consulting	Fitbit one	<i>Kim Drey, Lehigh University</i>
BSI Corporate Benefits	4 Iron Pigs Tickets & Goodie Bag	<i>Adrian Niles, College Nannies & Tutors</i>
Capital BlueCross	Yoga Mat & Gym Ball Travel Blanket Exercise Equipment	<i>Christina Myers, kgb Greg Holland, Just Born Kathy Truby, KidsPeace</i>
Cigna	Duffle Bag	<i>Lorraine Schintz, County of Northampton</i>
Express Scripts	Wine Basket	<i>Esther Frankett, Crayola</i>
Highmark Blue Shield	Apollo Grill Gift Card	<i>Suzanne Desh, Essroc</i>
LVBCH	Wine Basket	<i>Aldo Cipriotti, Volvo-Mack</i>
National Vision Administrators	\$50 Gift Card	<i>Linda Deiter, Aesculap</i>
The Savitz Organization	iPad	<i>Sue Urello, BBraun Medical</i>
Tricast	Coach Clutch \$25 Gift Card	<i>Myrna Rivera, BBraun Medical Richard King, Schlouch, Inc.</i>
United Concordia Dental	Lunch Cooler & Blanket	<i>LeeAnn Moyer, Caruso Benefits</i>
UnitedHealthcare	Wellness Goodies	<i>Jenny Scala, City of Allentown</i>
Valley Preferred	Wellness Goodies	<i>Linda Cassel, Crayola</i>