



Lehigh Valley Business Coalition on Health Care

Cordially invites you to attend its
33rd Annual Conference

***“The Business Case for
Employee Wellness
& Hospital Safety”***

**Tuesday, May 21, 2013
8:00 a.m. – 1:30 p.m.**

**Holiday Inn Conference Center
7736 Adrienne Dr., Breinigsville, PA 18031
www.hilehighvalley.com**

Please RSVP by Wednesday, May 1, 2013

Since registration is **FREE** to employees of **LVBCHC member companies**, simply send an email with your contact information (name, company, address, phone number) to esolivan@lvbchc.com to reserve your seat.

Employees of **non-member companies** must complete a registration form and return it with a check in the amount of **\$50 per attendee**. Payment for non-members must accompany the registration form.

Mail the completed registration form and check to:

LVBCHC
60 W Broad St, Suite 105
Bethlehem PA 18018



Lehigh Valley Business Coalition on Health Care

**We gratefully acknowledge and sincerely
thank our premier sponsors of this year's
Annual Conference**



Capital BlueCross

Independent Licensee of the BlueCross BlueShield Association



EXPRESS SCRIPTS®



A Message from the LVBCHC President

Dear Members and Friends,

Most employers understand that the health of their employees and their families can have a significant impact on their business. The unending escalation of health care costs not only impacts the business' bottom line, but also impacts their employees' productivity and their quality of life.

Many employee health care problems can be attributed to lifestyle choices, personal behaviors, social issues and quality of care. Engaging employees as active participants in managing their health care can be a very effective way for a business to not only manage escalating health care costs but also keep their employees safe, healthy and productive.

The Coalition's annual conference – "The Business Case for Employee Wellness & Hospital Safety" - will address these important business issues. We are excited to offer you the opportunity to learn about these important employer/employee topics from two nationally-recognized, top-notch speakers – Dee Edington and Missy Danforth. In addition, we will once again have a large exhibit area where you can meet with our vendor and broker partners to discuss your company's individual needs.

I hope you can make time in your busy schedule to attend this conference, and I hope you can bring leaders from you organization to hear first-hand how your business can manage escalating health care costs by investing in programs to keep your employees safe, healthy and productive.

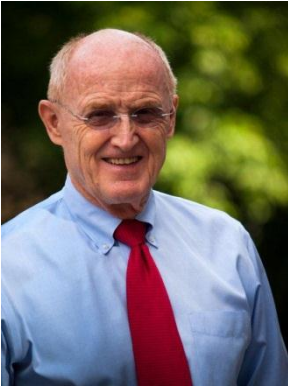
Sincerely,

Thomas J. Croyle
President, LVBCHC

Program Schedule

- 8:00 – 8:30 a.m.** **Registration, Networking & Continental Breakfast**
Exhibitor Area Open*
- 8:30 – 9:00** **Welcoming Remarks & Program Introduction**
Thomas J. Croyle, President, LVBCHC
Jeannine O'Callaghan, Chair, LVBCHC
Education Committee
- 9:00 – 10:30** ***“Employee Health Management as a Serious Business Strategy”***
Dee W. Edington, Ph.D.
Founder & Chairman of Edington Assoc. LLC
Keynote Address Sponsored by
AllOne Health Management Solutions
- 10:30 – 11:00** **Break & Networking**
Exhibitor Area Open*
- 11:00 – 12:00** ***“Using Hospital Safety Scores & Quality Ratings to Steer Your Employees & their Families toward Safer Care”***
Missy Danforth
Senior Director, Hospital Ratings
The Leapfrog Group
Sponsored by BSI Corporate Benefits
- 12:00 – 12:15 p.m.** **Recognition Awards**
- 12:15 – 1:30** **Buffet Lunch & Networking**
Exhibitor Area Open*

** We gratefully acknowledge and sincerely thank all of our conference sponsors who are listed in this booklet. Without their enthusiastic support, this event would not be possible. Please make time to visit their displays in the Exhibit Area.*



Dee W. Edington, Ph.D.

**Founder & Chairman
Edington Associates, LLC**

www.edingtonassociates.com

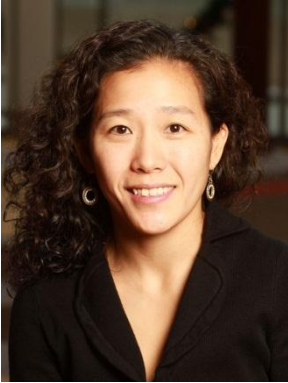
Dee Edington, Ph.D., is the Founder and Chairman of Edington Associates, LLC. He is the Founder and Professor of the University of Michigan Health Management Research Center and was the Director of the Center until June 2011. In addition to his research and teaching, Dr. Edington spent 25 years in academic administration.

Trained in mathematics, kinesiology, and biochemistry, Dr. Edington received his B.S. and Ph.D. degrees from Michigan State University and completed his M.S. at Florida State University. He did post-doctoral work at the University of Toronto and taught at the University of Massachusetts before coming to Michigan in 1976.

Dr. Edington's research focuses on the precursors of disease and vitality. His interest is in the relationships between healthy lifestyles, vitality, and quality of life, as they benefit both individuals and organizations. He is specifically interested in how individual health management, worksite wellness activities, and programs within organizations impact health care cost containment, productivity, and human resource development. He is the author or co-author of over 800 articles, presentations, and several books, including:

- *Biology of Physical Activity*
- *Biological Awareness Frontiers of Exercise Biology*
- *The One Minute Manager Balances Work and Life*
- *Integrating Employee Health: A Model Program for NASA*
- *Employer Health Asset Management*
- *Zero Trends: Health as a Serious Economic Strategy*

Dr. Edington brings nearly 40 years of expertise to Edington Associates and provides a creative learning environment to help organizations move towards achieving a Champion Company Status.



Missy Danforth

**Senior Director, Hospital Ratings
The Leapfrog Group**

www.leapfroggroup.org

Missy Danforth is the Senior Director of Hospital Ratings at The Leapfrog Group, a Washington, DC based, not-for-profit organization representing large employers and purchasers of health benefits working to make great leaps forward in the safety and quality of health care.

At Leapfrog, Ms. Danforth oversees the Leapfrog Hospital Survey and Leapfrog Hospital Recognition Program. In addition, she oversees Leapfrog's newest hospital ratings program: the Hospital Safety Score. Results from the Leapfrog Hospital Survey and the Hospital Safety Score provide important information to purchasers and health care consumers so they can make the best decisions regarding where to buy and receive care.

During her first three years at Leapfrog, Ms. Danforth served as the Senior Director for Communications and Membership where she was responsible for cultivating and maintaining business relationships with new purchaser member and health care industry partners, as well as leading the organizations communications efforts. During that time, she oversaw one of Leapfrog's most successful campaigns to date, the Early Elective Deliveries Campaign, which brought attention to the risks of scheduling newborn deliveries prior to 39 completed weeks and to the varying rates of early elective deliveries in hospitals across the country.

Prior to joining Leapfrog, Ms. Danforth was the Special Projects Manager of the Franklin Community Health Network (FCHN) based in Farmington, Maine where she led marketing, communications, and strategic planning. Before arriving at FCHN, Melissa operated as an independent grant writer where she obtained over half a million dollars in public health related grants in just 18 months.

Ms. Danforth received her undergraduate degree from The University of Maine at Farmington.

Gold Sponsors



aetnaSM



ALLONE[®]
Health Management Solutions



BSI
CORPORATE BENEFITS
Meeting all your employee benefit needs



 **Cigna**[®]



Integrated Health
A **Pfizer** Solution



 **MERCER**

Silver Sponsors

- Integrated Behavioral Health
- UnitedHealthcare

Gold Sponsors



National Vision Administrators, L.L.C.
www.e-nva.com
1-800-672-7723



Registration Form for Non-Members LVBCHC 2013 Annual Conference

Please RSVP by Wednesday, May 1, 2013

Registration is **FREE** to employees of companies who are LVBCHC members. If your company is a member of the Coalition, simply send your contact information (name, company, address, phone number) to esolivan@lvbchc.com

Non-member companies must pay **\$50** per attendee.

Name: _____

Company: _____

Address: _____

Phone: _____ email _____

Name: _____

Company: _____

Address: _____

Phone: _____ email _____

**Payment (if required) must accompany this registration form.
Please make your check payable to LVBCHC.**

Amount enclosed: \$ _____

Mail the completed registration form and your check to:

LVBCHC
60 W Broad St, Suite 105
Bethlehem PA 18018