



LEADERSHIP >



QUALITY >



VALUE >



**LEHIGH VALLEY BUSINESS
COALITION ON HEALTH CARE**

2012 ANNUAL REPORT

COALITION AFFILIATIONS

The Coalition and its members benefit from the resources and programs provided by these national organizations. It is a value-added benefit of Coalition membership that would otherwise not be available.



The National Business Coalition on Health (NBCH) is a national, membership organization of purchaser-led health care coalitions. NBCH and its members are dedicated to value-based purchasing of health care services through the collective action of public and private purchasers. NBCH seeks to accelerate the nation's progress towards safe, efficient, high-quality health care and the improved health status of the American population.

NBCH has a membership of nearly 60 member coalitions, across the United States representing over 7,000 employers and approximately 25 million employees and their dependents. The Coalition is a proud member of NBCH.



The Leapfrog Group is a voluntary program aimed at mobilizing employer purchasing power to alert America's health industry that big leaps in health care safety, quality and customer value will be recognized and rewarded. Among other initiatives, Leapfrog works with its employer members to encourage transparency and easy access to health care information as well as rewards for hospitals that have a proven record of high quality care.

The Coalition is a designated Leapfrog Regional Roll-Out Organization (RRO). Regional Roll-Outs are local efforts in markets where Leapfrog members work with other stakeholders to advance Leapfrog's mission by increasing the transparency of the quality of individual hospitals, or member coalitions are committed to community health reform, including an improvement in the value of health care employer-plans.



The National Quality Forum (NQF) is a nonprofit organization that operates under a three-part mission to improve the quality of American health care by:

- ▶ Building consensus on national priorities and goals for performance improvement and working in partnership to achieve them;
- ▶ Endorsing national consensus standards for measuring and publicly reporting on performance; and
- ▶ Promoting the attainment of national goals through education and outreach programs.

2011-2013 BOARD OF DIRECTORS

Myrna Rivera, *B. Braun Medical, Inc.*

Jeannine O'Callaghan, *C. F. Martin & Co., Inc.*

Sally Siegfried, *City of Allentown*

Carynna Matias, *Computer Aid*

Linda Cassel, *Crayola, LLC*

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CHAIRWOMAN'S REPORT



CELESTE COFFEY
Chairwoman of the Board

As I begin my term as Chairwoman of the Board—somewhat earlier than planned—I am nonetheless grateful to Tom Croyle for the leadership he provided in preparing us for the next generation of Coalition activities. I am honored to be asked to serve such a credible, respected and productive organization and I can report that the state of the Coalition is *excellent*.

Our membership reached an all-time high. Our educational programs—*Roundtables* and *Employer Forums*—address issues of great importance to employers. They feature local, regional and national speakers made available by our associate provider members such as Dr. Paul Grundy and the timely topic of the Patient Centered Medical Home. The recently concluded Medical Plan RFP process utilizing *eValue8* opened a new era in how the Coalition selects its partner-vendors. We developed our very first *Health Plan Score Card* to assist our members in understanding how health plan administrators are performing. Our work with the *Leapfrog Hospital Survey* and *Hospital Safety Score Card* demonstrates our strong commitment to improving overall health care quality.

However, this is only part of our story as we face an even greater challenge in the years ahead. I find myself reflecting on the impact the Patient Protection and Affordable Care Act (PPACA) will have on the health care system and employers who provide benefits to their employees. A predecessor of mine, in his report to the membership, mentioned the dynamic future we face as we adapt to the implementation of health care reform. It is my intent to keep the Coalition moving forward and stay abreast of the challenges we face as I lead the organization for the next two years. I know I can count on the Coalition membership at large and Board members in particular along with the Coalition staff to support this goal.

Nothing is more indicative of this support than the commitment demonstrated by our employer members and our partner-vendors by their service on the board, standing committees and supporting the educational events sponsored by the Coalition. You may rest assured that we are firmly committed to providing leadership, quality and value to our members while at the same time being active participants in the communities we serve.

We welcome new ideas and encourage our members to continue to engage with us as we move toward the future and the challenges we will face.

A handwritten signature in cursive script that reads "Celeste Coffey".

Celeste Coffey, Chairwoman of the Board, October 2012

PRESIDENT'S MESSAGE



THOMAS J. CROYLE
President

Dear Members and Friends:

We are beginning a new and challenging year. The health insurance industry and health care delivery system are facing profound changes: Health Insurance Exchanges, Patient-Centered Medical Homes and Accountable Care Organizations are new terms which will impact us in the coming months.

We will continue to provide information and educational events to help our members navigate this evolving health care landscape. We will also follow health care developments closely to assist members in responding to the impact health care changes will have on their business.

The Coalition is poised for continued growth within the region supported by an outstanding product and services lineup providing increased value to our membership. The products and services offered to Coalition members remain focused on value –*quality, price and customer satisfaction.*

We experienced some erosion in small business membership due to aggressive market-pricing for medical insurance, but overall we saw growth in the number of employees and lives represented by our members. I believe our strong product lineup and joint marketing efforts, with our Coalition partners, positions us for new growth throughout the region.

As always, the Coalition's singular focus is the availability of quality and affordable health care. We look forward to working with providers and insurers to implement programs and initiatives such as cost-effective and cost-efficient patient-centered care, improved patient safety and data transparency required to truly transform our nation's health care.

This, our *32nd Annual Report*, outlines the Coalition's significant activities and achievements over the past year by you, our valued members and associates.

A handwritten signature in cursive script that reads "Tom Croyle". The ink is dark and the signature is fluid.

Thomas J. Croyle, President
Lehigh Valley Business Coalition on Health Care
October 2012

COMMITTEE GOVERNANCE AND OBJECTIVES

EXECUTIVE COMMITTEE

Chair –Celeste Coffey (FLSmith)

The Executive Committee is comprised of Board Chairman, Vice Chairman, and Immediate past Chairman, Treasurer, Secretary and President. Provides oversight to the various standing committees of the Board and acts on behalf of the Board when needed.

EDUCATION COMMITTEE

Chair –Jeannine O’Callaghan (C. F. Martin & Co., Inc.)

Develops a yearly schedule of Roundtable luncheons as well as other educational events for the membership. Identifies program resources for these sessions in conjunction with committee members as well as other non-business Coalition members. Associate members may participate on this Committee.

GOVERNMENT COMMITTEE

Chair-Paul Chuckalovcak (Essroc)

Monitors ongoing developments related to the new legislation, regulations and their possible affect on the Coalition and its members. Distributes information to Coalition members directly by e-mail or through postings to the Forum on the Coalition’s website as provisions of the health care reform legislation are scheduled for implementation.

HEALTH CARE PURCHASING COMMITTEE

Chair – Myrna Rivera (BBraun)

Plans and oversees the process of contracting with partner organizations. Initiates RFP process when needed, reviews responses and makes recommendations to the Board. Annually reviews all partner relationships and recommends any revisions; compares the market to our arrangements; and recommends to the Board further actions when needed. Establishes sub-committees to oversee specific partner arrangements.

MEMBERSHIP COMMUNICATIONS COMMITTEE

Chair – Jack Gross (Gross McGinley LLP)

Responsible for disseminating the Coalition’s message to current and prospective members and others concerning the value of Coalition programs and activities through press releases, promotional materials, website updates and member newsletter. Plans strategies and produces informational pieces for the purpose of making the Coalition more visible to the community. Associate members may participate on this Committee.

QUALITY INITIATIVE COMMITTEE

Chair – Bob Johnston (East Penn Manufacturing)

Reviews the efforts being made in other areas of the Commonwealth and the Nation, to bring together local purchasers, providers and insurers to work together, using available data to improve the quality of health care in the Valley. A new assignment is the Leapfrog Group’s Regional Roll-Out program.

WELLNESS COMMITTEE

Chair – Linda Cassel (Crayola)

Plans and coordinates wellness activities for the Coalition on an ad hoc basis including scheduling wellness forums. Also serves as a resource for member companies, who are in various stages of offering wellness programs.

2012 ANNUAL REPORT OF THE LEHIGH VALLEY BUSINESS COALITION ON HEALTH CARE

As the Lehigh Valley Business Coalition on Health Care (a multi-state, membership alliance of employers encompassing some 18 states), embarks on its fourth decade of service to the employer community we are proud to issue the 2012 Annual Report. This marks the 32nd consecutive year the Coalition has reported to its members—and the employer community at large—on its work in the area of promoting quality medical care and affordable employee benefits. Our activities and accomplishments in the employer community are listed on these pages along with the efforts we’ve made in working with the provider community. Especially in the area of building and cultivating a culture of quality and safety guided by the organization’s Vision, Mission and Goals.

Through the Coalition’s affiliations—National Business Coalition on Health (NBCH), the National Quality Forum (NQF) and The Leapfrog Group—it strives to provide the finest health care coverage possible, in the most economical fashion. Our involvement in these organizations gives us invaluable tools, such as the NBCH eValue8 used when conducting an RFI-RFP process to select partners to administer our health programs. NQF affords the Coalition the opportunity to have input on establishing provider practice standards that strive to improve the quality of health care as a member of the Employers and Consumers Council. As a member of the Leapfrog Group, we are the designated Pennsylvania Regional Roll-out Organization for the annual Leapfrog Hospital Survey. In this capacity, we invite hospitals throughout the region to participate in the hospital survey which determines the “Top Hospitals” in the areas we serve.

These activities underscore the theme of this year’s Annual Report: Leadership-Quality-Value.



VISION STATEMENT

The Lehigh Valley Business Coalition on Health Care will be the recognized leader in providing access to quality and cost-effective health care programs.

MISSION STATEMENT

The LVBCHC strives 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
- ▶ By providing forums for the exchange of information, ideas and resources.

GOALS

- ▶ Encourage quality health care initiatives
- ▶ Expand educational initiatives by increasing opportunities
- ▶ Strengthen purchasing initiatives
- ▶ Increase membership in the organization

HEALTH PLAN EVALUATION PROCESS eVALUE8™ AND HEALTH PLAN SCORE CARD

eValue8™ Process

Beginning with the 2013 health plan selection process, the Coalition's Purchasing Committee used the National Business Coalition on Health's evaluation tool known as "eValue8" to assess the performance of potential health plan administrators. This was a first for the Coalition which had always developed its own health plan performance measures. Health Plans invited to participate were: AetnaSM, Capital BlueCross®, Cigna®, HealthAmerica®, Highmark Blue Shield®, and UnitedHealthcare®.

The eValue8 RFI gathers data to create hundreds of benchmarks to determine how health plans are managing chronic conditions, reducing and eliminating waste, ensuring patient safety, closing gaps in care, promoting consumer engagement, and contributing to payment reform. There are seven specific modules to the evaluation process; four focus on a clinical area and three address non-clinical issues. Modules include: 1 - Plan Profile; 2 - Consumer Engagement; 3 - Provider Measurement; 4 - Pharmaceutical Management; 5 - Prevention & Health Promotion; 6 - Chronic Disease Management; and 7 - Behavioral Health Management. In addition to the data collection and reporting phase of the eValue8, an integral component of the process is the site visit where health plans met with representatives from NBCH and the Coalition to discuss their individual plan results. Purchasing Committee Chair Myrna Rivera (BBraun Medical Inc), explained why eValue8 was used in the selection process, "...It is the goal of the Coalition to select health plan administrators who perform in the most cost-efficient and cost-effective manner while also monitoring the quality of care we are purchasing."

Based upon an analysis of the financial proposals and the eValue8 scores, the Purchasing Committee recommended to the Board of Directors that health plans be designated as either "Preferred Partners" or "Partners." In addition, the endorsed plans offered exclusive pricing and service options for Coalition members in a broad market area beginning January 1, 2013. Most importantly, the endorsed plans demonstrated a true interest in engaging in Coalition activities and events as well as a commitment to continued growth of Coalition membership. To achieve Preferred Partnership status the plans demonstrated lower pricing and/or enhanced service capabilities exclusively for Coalition members.

LVBCHC Health Plan Score Card:

The Coalition developed the first LVBCHC Health Plan Score Card to report on health plan performance. The Coalition assigned a gold, silver or bronze plan designation based on results in each module as well as overall performance. The designation is based on each health plan's eValue8 scores in the Lehigh Valley and eastern Pennsylvania market areas and in comparison to national eValue8 benchmarks. Scores reflect the plans' responses as of this year's RFP process and do not reflect program changes implemented or planned by the health plans. Gold designation indicates a market leader. Silver indicates the plan is making strides towards becoming a market leader. Bronze designation recognizes a plan's willingness to participate in eValue8 and a commitment to becoming a market leader.



HEALTH CARE QUALITY IMPROVEMENT: LEAPFROG HOSPITAL SURVEY & SAFETY SCORE



Hospital Survey

This year, we extended invitations to hospitals in Eastern, Northeastern and South Central Pennsylvania including: *Geisinger Medical Center (Danville); Reading Hospital & Medical Center; St. Luke's University Health Network; Pinnacle Health System (Harrisburg); St. Joseph's Regional Health Network (Reading); Lehigh Valley Health Network—Allentown; Chambersburg Hospital; Easton Hospital; Sacred Heart Hospital; Pocono Medical Center; Penn State Milton S. Hershey Medical Center; Lehigh Valley Health Network—Muhlenberg; Lancaster General Hospital; Berwick Hospital Center; Memorial Hospital (York); Moses Taylor Hospital and Community Medical Center (Scranton)*. These hospitals represent those most utilized by Coalition employers and their employees. Based upon their Leapfrog score, hospitals can earn the coveted **"Top Hospital"** award and are so recognized. In our region, *Lehigh Valley Health Network* has garnered the top award for five consecutive years.

The scoring progression is: *One bar=willing to report; Two bars=some progress; Three bars=substantial progress; Four bars=fully meets standard.* Visit www.leapfroggroup.org for more information.

Hospital Safety Score

In addition to conducting the annual hospital quality survey, the *Leapfrog Group* is initiating a **Hospital Safety Score** for more than 2,600 hospitals nation-wide. An undertaking of this magnitude was overseen by a Blue Ribbon Panel of the nation's top patient safety experts who provided guidance to the Leapfrog Group. The **Hospital Safety Score** grades hospitals on how safe they are for patients. Each grade—*A, B, C, D, E or F*—is derived from expert analysis of publicly available data to use as a guide and research tool to reduce deaths and complications caused by infection, injury and errors. Employers and employees may check individual hospital safety scores at: hospitalsafetyscore.org. Hospitals in our region earning an **"A"** are: *Reading Hospital & Medical Center, Lancaster General Hospital, Moses Taylor Hospital (Scranton) and Lehigh Valley Health Network (Allentown & Muhlenberg)*. This is another example of the Coalition's goal of improving the quality and value of health care for employers and their employees and demonstrates our commitment to providing Leadership, Quality and Value to our communities.

2011-2012 EMPLOYER EDUCATION INITIATIVES

Annual Meeting: “Employers Challenges: Navigating 21st Century Health Care”

The Coalition’s Education Committee once again demonstrated leadership throughout the year by sponsoring an array of initiatives designed to address issues facing employers in the ever changing environment of health care and employee benefits. From this impetus, came the theme of the 2011 annual meeting: “Employer Challenges: Navigating 21st Century Healthcare”.

Under the theme of employer challenges, last year’s annual meeting featured a keynote address as well as a panel discussion. Keynote speaker Vince Phillips reviewed the current status of PPACA and what employers were required to do to be compliant with the legislation.

The second half of the program featured a panel discussion on the very important issue of health literacy and what employers need to know. Our panel consisted of Mark Wendling, MD a board-certified primary care physician who represents a new wave of physicians who believe in being patient-centered.

Joining Dr. Wendling on the panel were Glen Herdling, Director of Creative Development at Medco where he is very involved in member communications related to safe medication use; and Ilene Corina, a national consumer advocate and founder of P.U.L.S.E. of NY (Persons United in Limiting Substandards and Errors in Healthcare). Ilene is also one of Modern Healthcare’s 100 most powerful people in health care.

Moderating this eclectic group was Charlie Inlander, a long-time consumer advocate and health policy professional, and the founding president of The People’s Medical Society.



Pictured left to right: Keynote speaker Vince Phillips; Moderator and Panelists: Charlie Inlander, Glen Herdling, Ilene Corina, Mark Wendling, MD and Celeste Coffey, Chair Education Committee. The Coalition also award Volvo-Mack with the employer recognition award presented by Brad Mains (former Chair) and Tom Croyle (Coalition President). United Concordia Dental received the “Partnership Award” presented to Karin Shoemaker, Donna Denby and Linda Devlin.

ROUND TABLE PROGRAMS

Coalition Educational Initiatives: 2012 Roundtable Programs:

Throughout the year, the Coalition presents educational programs for its members as well as extending an invitation to the employer community at large as well as health care providers, brokers, insurers and consultants.

May Roundtable Explores Patient Centered Medical Home

May's Roundtable program featured Paul Grundy, MD, MPH, IBM Corporation's Global Director and the nation's leading authority on the new medical model known as the "patient-centered medical home (PCMH)." Dr. Grundy set about answering the question: "What is a patient-centered medical home?" In short, it's a systematic method of managing the medical needs of patient-consumers by primary care practitioners that provides the right care, at the right time, in the right setting, in the right amount, at the right price in an affordable, cost-effective manner. Dr. Grundy touched upon the following characteristics of the PCMH:

- ▶ **Comprehensive care**—Care is provided through an integrated team of practitioners
- ▶ **Coordinated care**—PCMH provides vital links between all components of the health care system including specialty care and community services
- ▶ **Access**—Access to care is emphasized through convenient hours, shorter wait times and 24/7 phone or electronic access (e-mail)
- ▶ **Patient-Centered Care**—Care is rooted in personal relationship and oriented toward the patient-consumer; the personal physician is ultimately responsible for providing/managing all health care through the stages of life
- ▶ **Quality**—PCMH uses clinical decision-support tools and engages in evidence-based health care, performance and patient satisfaction measurement and population health management including the public disclosure of quality and safety data.

A critical takeaway from the program is that physicians, employers and insurers must buy into the concept of the PCMH before it can be of benefit to employee-consumers. One way is for purchasers (employers) to work with their medical plan administrators to restructure coverage as well as how practitioners are reimbursed.

August Roundtable "Impact of the Supreme Court Ruling: What's Next?" Tackles PPACA

Now that the Supreme Court has ruled the Patient Protection and Affordable Care Act (PPACA) constitutional, employers are bracing for the wave of changes that are coming as the legislation is being implemented. The August Roundtable tackled the serious business of presenting an overview of how this ruling affects employers and what it means for the medical coverage they provide to their employees. Because this issue affects more than just providing medical insurance, the Coalition's August Roundtable program featured a moderated panel discussion that included an insurer, employer, accounting tax specialist and a public policy expert.

Leading the panel of experts was Barry Carleton of consulting firm Towers Watson. Joining the panel were: David Vassilaros (Capital BlueCross), Paul Chuckalovcak (Essroc), Tony Deutsch (Concannon Miller & Co) and Vince Phillips (Phillips Associates). The panelists provided an overview of where we stand on the legislative and regulatory process including a timetable of PPACA implementation. 2014 is a very critical year for PPACA as several major segments are implemented: Individual mandate—tax, penalty or both?; State health insurance exchanges; employers pay or play; insurance market reform—guaranteed issue, premium rate restrictions, limitations on waiting periods and removal of annual caps; Medicaid expansion; and premium and cost-sharing subsidies.

One thing is evident, all parties—insurers, employers, regulators—have expended an enormous amount of time and money preparing for the changes to the insurance market wrought by PPACA. To this end, the Coalition will continue its educational efforts.

COALITION EDUCATIONAL INITIATIVES: 2012 EMPLOYER FORUM

How to Keep Employees Engaged in Wellness



The fact is “wellness” has been embraced by employers as evidenced by their efforts to implement programs; however, the real challenge is keeping their employees engaged. Using this as a starting point, the Coalition’s Wellness Committee presented a Forum on “How to Keep Employees Engaged in Wellness.” Computer Aid served as host for the presentation while Coalition members, partners and associate provider members participated in and conducted the program.

Representing Coalition partner Valley Preferred were health education professionals Kristin Behler, MPH, CHES and Amanda Greene, CHES who presented strategies for beginning wellness programs as well as how employers can keep employees engaged. Using its BeneFIT corporate wellness program, Kristin and Amanda led attendees through a detailed discussion on the elements of a sound wellness program. One criteria that is essential for any successful employer wellness program is that a company have a wellness champion, usually a member of the senior management team. Once you have buy-in, then you can proceed to implement the program. An important aspect of Employer Forums is the ability



of attendees to be active participants in the discussion, for this reason, questions are always invited.

The second part of the program consisted of a panel discussion moderated by Valley Preferred’s Carol Michaels, MPH, MCHES, Manager, Health Education and Wellness. Members of the panel included: Coalition members Kathy Wert (Wert’s Café) and Linda Cassel (Crayola); Coalition associate provider members Jane Mingey and M.L. Reitz from Cigna and Kelly Shreve from Capital BlueCross.

The panelists represented large and small employers as well as health plans that offer wellness programs. Speaking for smaller employers, Kathy Wert explained the challenges faced by smaller employers in being able to provide wellness services to their employees and why it is importance that the health plan she selects includes a wellness program. In her case, Valley Preferred’s BeneFIT corporate wellness program met her needs and those of her employees. Linda Cassell—Chair of the Wellness Committee—representing larger employers explained how Crayola works with its health plans to tailor programs that meet the varying needs



of office and production employees alike. She also mentioned how important it was to have support from the executive suite to begin implementing Crayola’s health and wellness programs.

Jane Mingey and M.L. Reitz provided information on how Cigna responds to the specific needs of their clients including on-site health coaches as well as other resources. Being on-site is an advantage to keeping employees engaged since they may interact with a wellness coach or consult on other health promotion activities. Employees are also sent reminders to remain engaged and work towards accomplishing their individual goals. Kelly Shreve, Capital BlueCross, discussed how Capital not only works with employers to provide information on healthy living but also provides the resources to support wellness programs. Working to improve the health of families is a major goal of Capital’s wellness programs.

Members attending the Forum were able to leave with several takeaways that will serve them well as they consider starting or augmenting a wellness program. The Coalition continues to provide Employer Forums on topics of interest to the membership.

COALITION COMMUNITY INVOLVEMENT & PARTICIPATION

As a multi-state employer alliance, the Coalition participates in a variety of community activities where it is afforded the opportunity to share its knowledge and expertise. It's also an excellent opportunity to tell the Coalition's story of:

LEADERSHIP, QUALITY, VALUE.

Capital BlueCross Forum:

What's Working? What's Not? What's Next? Tom participated in the panel discussion that included representatives from the insurance industry, medicine and public policy. The panel was moderated by Amy Burkett from PBS 39 and examined the challenges facing society as stakeholders grapple with 21st century health care issues. Sessions were held in Hershey and in the Lehigh Valley at Steel Stacks in Bethlehem. These events provide an excellent opportunity to introduce the Coalition to a new audience of employers and providers in South Central PA.

Employer & Coalition Market Trends:

Tom also participated in the "2012 Employer & Coalition Market Overview & Trends" survey conducted by the Benfield Group. Some items identified as being of interest to employers and coalitions are:

Biologics: More than half of employers are managing biologics through the use of a specialty pharmacy provider, step-care therapy and pre-authorization.

Consumerism: Employers are actively encouraging consumers through informed decision making initiatives, incentives and consumer directed health plans.

Government Involvement in Healthcare: The majority of employers prefer a low-level of government involvement in health care.

Value-Based Benefit Design: Nearly one-third of employers have a VBBD in place for 2012 and another 9 percent have future plans for VBBD implementation.

In addition, one-third of coalitions report that patient-centered medical homes are gaining traction in their market and an additional one-third see PCMH's increasing in prevalence within a year.

Eastern PA Healthcare Executives Network (EPAHEN):

Tom and Mike participated in the May legislative update program sponsored by EPAHEN, an affiliate of the American College of Healthcare Executives. Tom was a panelist along with Selicia Chronister from Coalition member and partner, Valley Preferred, and Vince Phillips, a health policy expert from Harrisburg. Mike moderated the panel discussion on issues related to PA health care legislation, health insurance exchanges and the Supreme Court case involving PPACA. The Coalition is a supporting sponsor of EPAHEN.

IBM Collaborative Care Forum:

IBM has made a major commitment to reforming the health care system and is a strong supporter of the Patient Centered Medical Home (PCMH) as evidenced by the work of Paul Grundy, MD (and a Coalition speaker at the May Roundtable). Tom attended the IBM Collaborative Care Forum where the primary topic of discussion was the PCMH which is becoming of interest to many employers. Also up for discussion was the electronic medical record and why it is so critical to the patient centered medical home model. Once again, Coalition involvement in programs such as these demonstrates our commitment to keeping our members fully informed on developments in the health care system.

LVBCHC MEMBER COMPANIES 2012

Our membership is comprised of many different types and sizes of companies. Some are international in scope, while others are regional or local employers.

- Abington Manor at Morgan Hill
- Advertising Specialty Institute
- Aesculap
- Aesthetic Surgery Associates
- Aetna
- AllOne Health Management Solutions
- All Steel Service, Inc
- Allentown City School District
- Alliance for Building Communities, Inc.
- American Airlines
- Apollo Unlimited
- Apprise Software, Inc.
- B Braun Medical Inc.
- Bangor Area School District
- Banyan Consulting, LLC
- Base Engineering, Inc.
- Ben Cook Racing, LTD
- Bethel Bible Fellowship Church
- Bethlehem Christian School
- Block Insurance Agency, Inc.
- Blue Mountain School District
- Borough of Freemansburg
- Brandywine Heights Area School District
- Bridge Gap Engineering, LLC
- Brown Daub Dealerships
- Brownstone Design Group, Inc.
- BSI Corporate Benefits
- Buckeye Partners, LP
- Burnham Holdings, Inc.
- Buzzi-Unicem USA, Inc.
- C. F. Martin & Co., Inc.
- Cambridge-Lee Industries, LLC
- Capital Blue Cross
- Carbon Career & Technical Institute
- Carbon Lehigh Intermediate Unit
- CarePartners Plus
- Caruso Benefits Group, Inc.
- Catasauqua Area School District
- Cedar Crest College
- Center for Allergy & Asthma
- Cigna
- City Of Allentown
- Computer Aid, Inc.
- Computer Troubleshooters of Bethlehem
- Connective Tissue Gene Tests
- Conrad Weiser Area School District
- County of Lehigh
- County Of Northampton
- Crayola, LLC
- Cynthia Miles & Associates, LLC
- David B. Schwartz
- Delta Dental
- DeSales University
- Diocese of Allentown
- Direct Response Associates
- Drabenstott Communications, Inc. "Spark"
- East Penn Manufacturing Co., Inc.
- East Penn School District
- Eastern PA Endoscopy Center
- Eastern Telephone & Telecommunications, Inc
- Elementis Worldwide, Inc.
- Employee Benefits Consultants, LLC
- Essroc Italcementi Group

- Equinox Agency, LLC
- FLSmidth
- Fabtech Welding & Repair Corp
- First Commonwealth Federal Credit Union
- First Generation Visual Communication
- Flexcom, Inc.
- Flexicon, Inc.
- Follett Corporation
- Gillespie Printing
- GlaxoSmithKline
- Green Pond Country Club, Inc
- Gross McGinley, LLP
- H.T. Lyons, Inc.
- Hampson, Mowrer, Kreitz Agency
- Hartzell's Pharmacy, Inc.
- HealthAmerica
- HealthEquity
- Heyco, Inc.
- Highmark Blue Shield
- Integrated Behavioral Health
- Inter-Tech Supplies, Inc.
- J.S.B. Industries
- Jim Dewire & Sons, Inc.
- Jim Thorpe Area School District
- Johnson & Johnson
- Kavounas Real Estate, Inc
- Keenan-Nagle Advertising, Inc
- Keystone Precision Instruments
- kgb
- Khubchandani-Stasik-Rosen, PC.
- KidsPeace
- Kogelman Distributing Corp
- Kozak Enterprises
- LSI Corporation
- Lafayette College
- Larry E. Moyer, Chartered Financial Consultant
- Lehigh Carbon Community College
- Lehigh Career & Technical Institute
- Lehigh Retina Specialists
- Lehigh University
- Lehigh Valley Benefits Group
- Lehigh Valley Dual Language Charter School
- Lehigh Valley Safety Supply Co.
- Lehigh Valley Urologic Associates
- Lehighton Area School District
- Lentz-Koma Insurance Agency
- Liberty Healthcare Corporation
- Lutron Electronics, Inc
- M-R Weaver Excavating, Inc.
- Mack Trucks, Inc
- MaidPro
- Medco Health Solutions
- Merck & Company
- Metlife
- Metro Fuel Injection
- Michelman-Cancelliere Iron Works, Inc.
- Mid-State Occupational Health Services, Inc
- Milham Ford Toyota Scion
- Monroe County Commissioners
- Moravian College
- Muhlenberg College

LVBCHC MEMBER COMPANIES 2012

Our membership is comprised of many different types and sizes of companies. Some are international in scope, while others are regional or local employers.

- NAI Summit
- National Commission for Health Education Credentialing
- National Footwear, Inc.
- National Vision Administrators
- Natural Light Window Co.
- Neighbor's Home & Garden Center
- Northampton Community College
- Northern Lehigh School District
- Northwestern Lehigh School District
- Novo Nordisk, Inc.
- Nu Vu Contractor, Inc.
- Odhner & Odhner Fine Woodworking
- Olympus Corporation of the Americas
- Opti-Mate, Inc.
- Orefield Cold Storage & Distribution Center, Inc.
- Ott Consulting, Inc.
- PPL Corporation
- Panther Valley School District
- Paragon Technologies, Inc.
- Parkland School District
- Penn Iron Works, Inc.
- Penn Windows, Doors & Siding
- Pfizer, Inc.
- Pulmonary Medicine, P.C.
- Quakertown Community School District
- Reading Area Community College
- Reading School District
- Reeb Millwork Corporation
- Restoration Services
- Reynolds & Reynolds Electronics, Inc
- Roberti & Roberti, LLC
- Salem Christian School
- Salisbury Township School District
- Savitz Organization
- Schlouch, Inc.
- Solis Healthcare, LP
- Southern Lehigh School District
- Spectrum Administrators, Inc.
- Sperry Van Ness Imperial Reality
- Splitendz Salon
- Stonewall Club, LLC
- TE Connectivity
- Taylor Rental
- TimberRock Enterprises, LLC
- Tom Hall Auction, Inc.
- Total Marketing Resources, Inc.
- TMDG, LLC
- Tricast, Inc.
- United Concordia Companies, Inc.
- United HealthCare
- Urology Specialists of the Lehigh Valley
- Valley Builders, LLC
- Valley Preferred
- Vision Service Plan
- Volvo Construction Equipment
- Volvo Trucks North America, Inc.
- Weatherly Area School District
- Wert's Cafe
- West End Associates, Inc.
- Whitehall Coplay School District
- Whitehall Turf Equipment
- Wildcat Construction Cleaning
- Yeager's Custom Cabinetry
- Zipper Cord Corporation

2011–2012 COALITION PURCHASING PARTNERS

At times our partners may change as we strive to provide our members with the most competitive plans and rates available.



LVBCHC HEALTH PLAN PARTNERS 2013

For more than two decades, the Coalition has been offering its members a full range of employee benefits services through our Purchasing Committee and its RFP process. In keeping with the goal of offering our members value through the services provided by our selected partner-vendors, we are proud to announce a new designation among our health plan partners. The Coalition’s Board designated health plans as either “Preferred Coalition Partners” or “Coalition Partners” giving employers more flexibility in selecting administrators who best meet their needs.

This means that medium to large employers, generally 200 to several thousand employees who self-insure, now have a wider range of options when choosing a health plan administrator for their employee benefits. Using a market-based approach, the Coalition negotiates rates with each partner-vendor that are exclusive to Coalition members and better than an individual employer could obtain. In addition, all Coalition partner-vendors have the capability to serve a national workforce as the Coalition has members in some 18 states. To achieve Partnership status these plans scored well on the eValue8 process and also demonstrated lower pricing and/or enhanced service capabilities. Health plans selected for the benefit year beginning 2013 and their designation are:

Preferred Coalition Partners:	Coalition Partners:	We continue our relationship with partner-vendors:
Aetna and Capital BlueCross	Cigna and UnitedHealthcare	Express Scripts Integrated Behavioral Health National Vision Administrators United Concordia Dental Valley Preferred

In addition, the Coalition has made arrangements with the following partner-vendors for ancillary services available to all Coalition members. Please contact each partner to learn more about specific programs.

BeneFIT Health Education and Wellness Program: BeneFIT includes Valley Preferred’s team of Wellness Champions, wellness professionals, and clinical experts whose combined expertise helps you create custom wellness programs designed to energize your employees, your company, and your future.

HealthEquity: HealthEquity is the nation’s oldest and largest dedicated health savings trustee. It helps individuals and families build health savings while it helps employers spend less on benefits through innovative health care account (HSA, HRA, FSA) administration.

MetLife Auto & Home: For 140 years, MetLife has been serving the public with insurance products. As a member of the Lehigh Valley Business Coalition, employers and employees have access to valuable features and benefits, including special group discounts on auto & home insurance.

TMDG: TMDG LLC is a national Certified Public Accounting and Healthcare Consulting firm headquartered in Baltimore, Maryland. A McGladrey Alliance member, it is a boutique firm specializing in medical and dental claim audits, dependent eligibility audits and litigation support for employer health and welfare plans, brokers/consultant groups and attorneys.

LVBCHC STAFF



Thomas J. Croyle has over 30 years experience in Human Resources, including labor relations and employee benefits. Prior to becoming President of the Coalition, Tom was Director of Employee Benefits at PPL. Tom served on the Coalition's Board of Directors and was Chairman from 2007 to 2009.

Tom holds a B.A. in Labor Studies from Penn State University and an M.A. in Human Resource Management from St. Francis University.

"Our members and associates are truly committed to improving the quality of health care while improving the health of our employees and their families. That commitment is what drives the Coalition's success. Our products and services help lower the cost of health care for our members and increase their knowledge of important health care issues facing employers today."



Erica Solivan joined the Coalition in 2007 as the Business Manager. She manages the day-to-day operations which include administrative duties, financial budgeting and tracking, managing the Coalition website as well as organizing Coalition educational programs. She directly communicates and supports all 200 members and works with our partners and brokers to further market the Coalition.

"Over the past 5 years, I have seen our organization grow both in the number of members and in the value we offer our employers. I am very fortunate to enjoy both my work and the people with whom I work."



Michael A. Donio joined the Coalition in 2005 after being involved with the Coalition since moving to the Lehigh Valley in the early '80's. With more than 30 years' experience in the health systems and health policy field, Mike undertakes assignments in support of the mission of the Coalition. A major area of his focus is support of the Board standing committees and Coalition programs especially Roundtables and the Annual Meeting. He also monitors legislative and regulatory developments that might impact employers in the area of employee benefits and edits the Coalition's official newsletter Newsnotes. Mike holds a MPA with a specialty in health care administration from Penn State University and a BS degree in business administration from Marshall University.

"The growth in Coalition membership—and the value it brings to its members—reflects the dedication of the Board and staff in the pursuit of its stated mission and goals, a vision that was established with the founding of the organization. It is both enjoyable and rewarding to be part of the team that achieved this goal."



Rachel Burger joined the Coalition in 2012 as Project Manager. She has a B.S. in Marketing from King's College and is known for her strong planning, organization, and project management skills. Prior to joining the Coalition, Rachel worked for PPL for more than 30 years where she gained valuable experience in a variety of different areas. She was an HRIS Specialist for 11 years and the functional lead for benefits-related activities supporting PPL's Human Resources and Payroll software system. Prior to that, Rachel was a Sr. Marketing Specialist and a Sr. Product Manager responsible for developing, implementing and evaluating PPL's energy-efficient residential marketing programs. She spent the first 5 years of her career as a budget analyst in the Nuclear Plant Engineering department ensuring that projects were completed on time and within budget.

"I'm excited to be joining the LVBCHC staff during this transitional period in health care. I look forward to meeting and working with committee members, purchasing partners and associates to help the Coalition achieve its mission and goals."



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