

President's Message

As we enter the start of a new decade and celebrate LVBCH's 40th Anniversary in 2020, I look ahead to what the next decade will bring. Certainly pharmacy, mental and behavioral health, substance use disorders, telemedicine, and price transparency will remain key areas for education and innovation. As we move closer to the 2020 elections it is anyone's guess as to what the coming years will hold for healthcare policy. Regardless, one thing remains certain, you can count on LVBCH to keep you informed and provide education on the issues most important to your organizations!

For the past 40 years, LVBCH has had the privilege of partnering with employers to manage healthcare benefits. In turn, member support has enabled the Coalition to grow and thrive. In fact, over the past five years alone, we have seen more than a 25% increase in the number of total coalition members and we continue to increase educational offerings.

To celebrate our 40th Anniversary, we have planned a full year of events and education.

We are kicking off our calendar of anniversary events with two casual gatherings to celebrate you – our members – and to show our sincere appreciation for 40 years of support. These open house events will be held at our office at 60 West Broad Street, Suite 306, in Bethlehem. Please join us for food, music, and fun as you network with LVBCH staff and other members:

- **Employer Appreciation Open House** on Friday, January 10th
- **Association Appreciation Open House** on Friday, January 24th

On February 4th we will again unite with Lehigh University's Healthcare Systems Engineering program to bring you the 7th Annual Symposium. This year, the symposium will address "Moving the Needle on Costs: What Employers are Doing to Fix Healthcare." Please visit www.LVBCH.com often for more information and to RSVP for these and other upcoming events.

Also, be sure to save the date for our 40th Anniversary Annual Conference on May 6th at DeSales University. I'm excited to share the impressive slate of nationally known speakers we have coordinated for you including: combat veteran and the first female Thunderbird pilot **Col. Nicole Malachowski**, USAF (Ret.), healthcare innovator and bestselling author **Marty Makary, MD**, and political commentator and former U.S. representative from Pennsylvania **Charlie Dent**. For the third consecutive year, we will also bestow the LVBCH Leadership in Wellness Award which recognizes executive leaders at employer member organizations for their innovation, dedication, and contribution to the success of their organization's worksite wellness programs. Watch for the request for nomination – which will be coming soon – and please consider nominating a leader in wellness.

In closing, as we enter our 40th year, LVBCH renews its pledge to provide access to quality and cost-effective health care programs that benefit organizations and the individuals that comprise them. We're excited about the prospect of what the next 40 years will bring.

And finally, from everyone at LVBCH, I extend our warmest wishes for a happy and healthy holiday season.



Carl Seitz, LVBCH President



Please join us in extending a warm welcome to our new coalition members we encourage them to participate in activities.

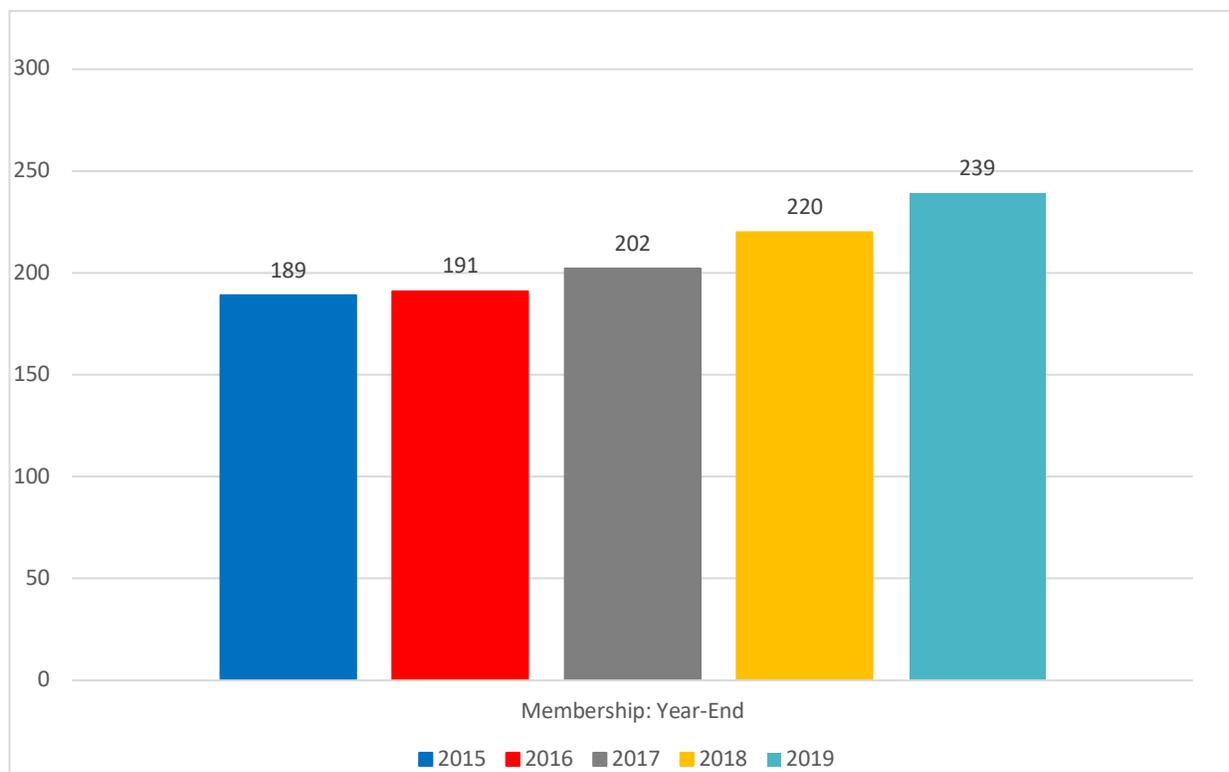
- ◆ Benefit Data Services
- ◆ Camelot for Children
- ◆ Environmental Waste Minimization, Inc.
- ◆ Four Winds Concrete, Inc
- ◆ Harrisburg Area Community College
- ◆ IBEW Local Union 375 (Electricians' Welfare Fund)
- ◆ Kitchen Magic
- ◆ Orlando Diefenderfer Electrical Contractor LLC
- ◆ Refined Plastics, LLC
- ◆ Select Sales
- ◆ Vistacom

LVBCH Experiences a 25% Increase in Membership Since 2015

LVBCH has made a concerted effort in recent years to increase membership. In the past five years alone, membership has grown from 189 to 239, an increase of 25%. As the old adage says, there is strength in numbers. Having a larger membership enables us to attract and retain excellent benefits partners and to negotiate contractual terms that benefit our members.

Focused on this goal, in 2018 we added a new position, Director of Member Programs and Services, and hired Donna Corsi to fill that position. In this role, Donna regularly communicates with members to ensure that they understand our services and that their needs are met.

Our endeavors to attract and retain members is not only due to our excellent staff, but also because of the efforts of our employer members and the brokers and consultants who support our programs and serve on our committees. Thanks to your work and commitment, LVBCH will continue to grow into the new decade and beyond.





In 2020, LVBCH will be celebrating its 40th Anniversary of bringing Leadership and Value in Healthcare to Local Employers! As part of our 40th Anniversary celebration, we are excited to share our schedule of 2020 Events and Educational Programs.

SAVE THE DATE

Please mark your calendar and plan on joining us! Visit www.LVBCH.com for additional information and to register for programs as they become available.

Employer & Associate Appreciation Open Houses @ LVBCH Office in Bethlehem, PA

REGISTER NOW: Employer Members • January 10th

REGISTER NOW: Associate Members • January 24th

Employer Initiatives Targeting Diabetes and Obesity

REGISTER NOW: January 22nd • Doubletree Hotel, Reading

7th Annual Lehigh Healthcare Systems Engineering Symposium – [REGISTER NOW](#)

The poster for the 7th Annual Lehigh Healthcare Systems Engineering Symposium. The title is 'MOVING THE NEEDLE ON COSTS:'. Below the title, it says 'FEBRUARY 4, 2020 (February 11 snow date)'. The schedule is: 11:00 - 11:30 Registration, networking, lunch; 11:30 - 1:30 Symposium; 1:30 - 2:30 Networking. The location is Lehigh University, Ben Franklin Techventures Building, Room 4430, 116 Research Drive, Bethlehem, PA 18015. To learn more and register, visit hse.lehigh.edu. The graphic shows two business professionals in suits pulling a yellow rope that is attached to a large needle. The needle is positioned on a scale that has a green bar on the left and a red bar on the right, with dollar signs (\$) above it. The text 'WHAT ARE EMPLOYERS DOING TO "FIX" HEALTHCARE?' is written in large, bold letters on the right side of the poster.

Healthcare Policy: Medicare For All and Other Proposals

- March 10th at DeSales University in Center Valley, PA & March 11th at Penn State-Berks in Reading, PA

40th Anniversary Annual Meeting

- May 6th at DeSales University in Center Valley, PA

Healthcare Policy: Pharmacy, Opioids, and Marijuana

- TBD – June 2020 in Lehigh Valley & Berks areas

Healthcare Policy: To the 2020 Election and Beyond

- September 1st at the Glasbern Inn in Fogelsville, PA

3rd Annual Documentary Screening

- October 6th at ArtsQuest in Bethlehem, PA

LVBCH Announces 40th Anniversary Annual Meeting Speakers

Wednesday, May 6th, 2020 at DeSales University in Center Valley, PA

In 2020, LVBCH will be celebrating its 40th Anniversary of bringing Leadership and Value in Healthcare to Local Employers. As part of our 40th Anniversary celebration, we are excited to announce our 2020 Annual Meeting Keynote Speakers.



COLONEL NICOLE MALACHOWSKI

First woman Thunderbird pilot, combat veteran; fighter squadron commander; White House fellow & advisor

A 21-year veteran of the United States Air Force, Nicole Malachowski (USAF, Ret.) wanted to fly military jets from the moment she saw them at her first air show when she was five years old. She achieved that goal – and then some. Besides achieving the rank of colonel, Malachowski was the first woman pilot on the Thunderbirds Air Demonstration Squadron and became an instructor. She was inducted into the Women in Aviation International Pioneer Hall of Fame.

While, Malachowski's Air Force career exceeded her wildest dreams, there's more to her story – a twist you won't see coming. Join us in welcoming Nicole to LVBCH's 40th Anniversary Annual Meeting and plan to attend to hear more of her inspirational story. Without a doubt, it will be sure to benefit you, your team, and your organization.



MARTIN MAKARY, MD

*New York Times Bestselling Author
Johns Hopkins Surgeon and Professor of Health Policy*

Dr. Makary's book, *The Price We Pay*, has been described as "A must-read for every American" by Steve Forbes and "A deep dive into the real issues driving up the price of health care" by Don Berwick. In addition, Dr. Makaray is a frequent medical expert on NBC and FOX News and is a leading voice for physicians, writing for *The Wall Street Journal* and *USA Today*.

Dr. Makary's current research focuses on the appropriateness of medical care, health care costs, drug prices, and low-income populations. His book, *Unaccountable*, was turned into the hit TV medical series, *The Resident*, and his newest book, *The Price We Pay*, tells the stories of health care's disruptive innovators and the new movement to restore medicine to its mission.



U.S. REPRESENTATIVE CHARLES DENT

Senior Policy Advisor, DLA Piper; Political Analyst, CCN; Visiting Fellow, University of Pennsylvania, Perry World House; Distinguished Advisor, Pew Charitable Trusts

Congressman Charlie Dent served seven terms in the U.S. House of Representatives, serving Pennsylvania's 15th Congressional District. During his time in Congress, he distinguished himself as a strong, independent leader, well respected on both sides of the aisle.

LVBCH and Lehigh University Sponsor Diabetes Documentary

October 9, 2019 at Frank Banko Theater, ArtsQuest, Bethlehem, PA

Committed to raising awareness about the growing prevalence of Type 2 diabetes in our area, LVBCH partnered with Lehigh University's Healthcare Systems Engineering Program in hosting the documentary screening, "A Touch of Sugar." The screening was sponsored by BeneFIT/Populytics, Livongo and Merck.

Narrated by actress Viola Davis, the documentary includes interviews with patients and their loved ones, as well as doctors, advocates, and thought leaders. It explores the larger diabetes ecosystem and helps to reinforce type 2 diabetes as an urgent public health issue.



Opinion panel participants pictured from left to right: **Virginia Peddicord**, Merck; **Jay Solomon**, Geneia; **Anoop Sangha**, Livongo; **Tiffany Ritter**, RD, LDN, BeneFIT/Populytics; and panel moderator **Christina Lewis**, RN, St. Luke's Health Network

"The increase in diabetes is one of the most serious health problems facing our community," said Amanda Greene, LVBCH Director of Operations, in presenting the 2019 Type 2 Diabetes Report: Lehigh Valley Update. "Employers are particularly affected because they pay a large share of total healthcare costs in this country, and chronic illnesses, including diabetes, increase absenteeism. We need to work together to address this."

An opinion panel discussion moderated by **Christina Lewis**, RN, MPH, Executive Director, St. Luke's Care Network, followed the screening and diabetes report presentation. Panelists included:

- **Virginia Peddicord**, Director, Global Employee Population Health, Merck
- **Jay Solomon**, Director, Business Analytics Services, Geneia
- **Tiffany Ritter**, RD, LDN, Health Coach, Benefit/Populytics
- **Anoop Sangha**, Vice President, Clinical Affairs, Livongo

LVBCH Sponsors Lehigh Valley Breast Cancer Walk

October 26, 2019 at SteelStacks, ArtsQuest, Bethlehem, PA

LVBCH was a proud sponsor of The American Cancer Society's Making Strides Against Breast Cancer walk in the Lehigh Valley. The event unites communities in the fight against this deadly disease.

The event exceeded its fundraising goal, raising more than \$190,000. Funds raised will support groundbreaking breast cancer research and provide patient services like free rides to chemotherapy treatments, free places to stay near treatment, and a live 24/7 cancer helpline.





LVBCH continues to develop its relationship with the Leapfrog Group, serving as a Regional Leader. In this role, LVBCH invites and encourages hospitals across Pennsylvania to complete the annual [Hospital Survey](#) that assesses hospital safety, quality, and efficiency based on national performance measures.

Four PA Hospitals Make Leapfrog's Top Teaching Hospitals List

The Leapfrog Group, a national nonprofit representing hundreds of the nation's most influential employers and purchasers of health care, has named local hospitals to its prestigious 2019 national list of Top Teaching Hospitals. They are:

- Lancaster General Hospital
- Lehigh Valley Hospital – Cedar Crest
- Penn State Milton S. Hershey Medical Center
- St. Luke's University Hospital – Bethlehem Campus



Also, UPMC Children's Hospital of Pittsburgh was named a Top Children's Hospital and UPMC Northwest was named a Top Rural Hospital. These hospitals were among 120 hospitals to receive this elite award that recognizes safety and quality. The winners were officially recognized at Leapfrog's Annual Awards Dinner and Ceremony on December 17th in Washington, D.C.

"The Top Hospital Award provides critical patient safety information to consumers," said Carl Seitz, LVBCH President. "On behalf of our members and community we are committed to collaborating with local hospitals and other stakeholders to ensure patients in Pennsylvania are receiving the safest possible care. We are proud of our local hospitals that have received this distinction."

[News Release](#)

[Top Hospitals List](#)

Leapfrog Releases Hospital Safety Grades

The Leapfrog Group announced the fall 2019 Hospital Safety Grades this November. In Pennsylvania, 123 hospitals were graded and 56 received "A" grades in safety, including the following local hospitals:

- Lehigh Valley Hospital's Cedar Crest, Hazleton, Muhlenberg, and Pocono campuses
- St. Luke's Hospital's Allentown, Anderson, Bethlehem, Miners, Monroe, and Quakertown campuses

Pennsylvania hospitals continue to show a commitment to safety and is now ranked 6th among all states with 45% of hospitals earning 'A' safety grades. Local hospitals of Lehigh Valley Health Network and St. Luke's University Health Network should also be recognized for their commitment to safety.

According to the report, *To Err Is Human*, nearly 100,000 lives are lost every year due to preventable medical errors. "Even one life lost to a preventable medical error is too many," said LVBCH President Carl Seitz, "and transparency, such as that provided by Leapfrog's Hospital Safety Grades, is the first step to prevent errors."

[News Release](#)

[Safety Grades](#)

LVBCH Representatives Receive Bruce Bradley Fellowship

LVBCH is pleased to announce that **Amanda Greene**, LVBCH Director of Operations, and **Sheila Rulli**, Director of Human Resources, KidsPeace Corporation, a LVBCH member, have been accepted into the 2020 Bruce Bradley Fellowship Class. Named in honor of The Leapfrog Group's first Board Chair, the fellowship is a year-long education and training program for corporate-health professionals who want to take an active role in steering employees and their families to safer, higher-quality hospitals and health systems.



Fellows gain expertise in measurement of and advocacy for hospital quality and safety, as well as effective methods of steering. After training, Leapfrog expects fellows will become recognized leaders, facilitating and promoting employers' selection of higher-quality, safer hospitals and health systems. Please join us in congratulating them.



LVBCH partners with the National Alliance of Healthcare Purchaser Coalitions to drive innovation, health, and value through the collective action of public and private purchasers. Together, both organizations seek to accelerate the nation's progress toward safe, efficient, high-quality healthcare and the improved status of the American population.

LVBCH Presents at National Alliance All-Member Meeting

LVBCH Director of Operations **Amanda Greene** presented to the 2019 National Alliance of Healthcare Purchaser Coalition's All Member Meeting at the Annual Forum held November 11-13th in Washington, DC., discussing the Coalition's Educational Partnership with Lehigh University's Healthcare Systems Engineering Program. Their presentation highlighted the partners' joint activities, including the Annual Healthcare Systems Engineering Symposium and the Annual Documentary Screening.

Geisinger Health Plan Receives Innovation Award



Geisinger Health Plan received the National Alliance for Healthcare Purchaser Coalitions eValue8 Health Plan Innovation Award for its Fresh Food Pharmacy. Geisinger Health Plan is an LVBCH endorsed preferred medical partner. LVBCH President Carl Seitz presented the awards to all the Innovation Award recipients.

In addition to receiving the award, **Allison Hess**, Vice President of Health Innovations for Geisinger, presented at the breakout session, "eValue8 Showcase: Best Practices for Health Plans and PBMs."

Pictured left to right: **Carl Seitz**, LVBCH, **Foong-Khwan** NAHPC, **Allison Hess**, Geisinger Health Plan, **John Miller**, eValue8 Chair, **Erica Hain** and **Juliana DeNardi**, both of Geisinger Health Plan



LVBCH Representatives Attend Annual Forum in Washington, D.C.



Joining LVBCH staff at the National Alliance of Healthcare Purchaser Coalition's Annual Forum was **Geri Garza** representing LVBCH employer member the City of Allentown. The city was also nominated for the Employer/Purchaser Excellence Award.

Also attending the Annual Forum were representatives of Capital BlueCross, an LVBCH endorsed preferred medical partner.

Pictured from top left to right: **Carl Seitz**, LVBCH, **Autumn Lang** Capital BlueCross, **Donna Corsi**, LVBCH, **Geri Garza**, City of Allentown, **Damien Golden** Capital BlueCross. Bottom left to right: **Amanda Greene**, **Wendy Manarino**, both of LVBCH



National Alliance of Healthcare Purchaser Coalitions Updates

Action Briefs

Clinical Brief



Post-Partum Depression



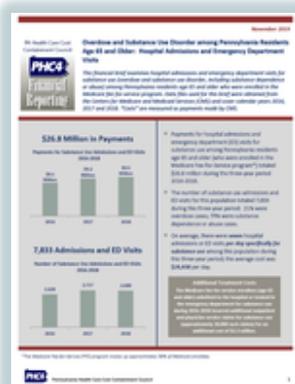
Patient-Centered Value



Medical Uses of Cannabis-Derived Product

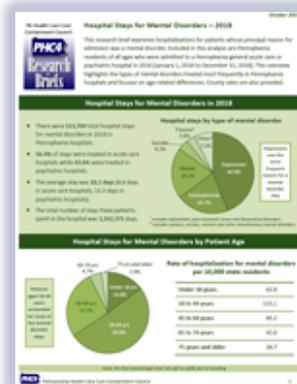
Click on the pictures to read the full documents.

Pennsylvania Health Care Cost Containment Council (PHC4) Updates



Financial Report

Overdose and Substance Use Disorders



Research Brief

Hospital Stays for Mental Disorders - 2017

Click on the pictures to read the full documents.

Employee Benefits Survey with McGriff Insurance Services

Lehigh Valley Employee Benefits Survey



McGriff Insurance Services is conducting the first Lehigh Valley Employee Benefits Survey in partnership with LVBCH. All are invited to participate by sharing your experience with healthcare and employee benefits in 2019. All participants will receive a free copy of survey results, expected in early 2020. Individuals results will remain anonymous and will be published in aggregate, by industry and employer size.

Complete the Survey

Looking Forward to a Healthier Next Year

Investment in workplace well-being, complete with comprehensive benefit packages, is an opportunity for leaders across all industries. Almost half of all U.S. worksites offered some type of health promotion or wellness program in 2017, according to the Centers for Disease Control and Prevention. As 2020 approaches, it offers a clean slate to strategize, implement, and execute on your organization's well-being objectives for employees.



With employees at all levels asked to do more with less, bringing well-being activities onsite is especially convenient. This approach reduces barriers, increasing the likelihood of participation and engagement in your program. Allowing employees to use their work time reinforces your organization's commitment to the importance of health. Additionally, individualized interaction with a health care professional can foster a relationship that will benefit the employee in the long-term.

Kicking off the New Year with onsite well-being activities sets the tone for the coming year. Collaborate with BeneFIT Corporate Wellness to let our team of experts manage your program from strategic vision through execution. To start your program, call BeneFIT at 610-969-0176 or click our logo to visit our website.



Capital BlueCross Wishes You Good Health and Happiness

From everyone at Capital BlueCross, we wish you a very happy and healthy holiday season! Thank you for joining us at the Coalition's Appreciation Lunch, and we look forward to continuing our productive partnership in 2020. This past year included so many glowing examples of what we can do when we work together toward common goals.

As much as we have accomplished to date, we're eager and excited to focus on even more ways to help Coalition members and their employees get greater value out of their healthcare investments. From innovative products and services that enhance access to care to new partnerships that lower costs and improve quality, we're confident the next chapter of our partnership will drive even greater efficiency, quality, and satisfaction across the healthcare system.



Happy Holidays from Express Scripts!

Express Scripts extends a greeting of cheer and joy this holiday season. We have been proud to support the Lehigh Valley Business Coalition on Healthcare for the last 11 years. We look forward to the upcoming year when our dedicated team will continue to innovate and produce savings for your employees and their families. We appreciated the members who came out to the luncheon on December 10th to learn about their prescription savings, view the results of clinical management, and share their experiences.



Eye Med Toasts 2020: To Seeing Life in the Best Light

We think vision is amazing. It helps us connect with the ones we love and be fully present for every moment. It helps us make the most of every day. Here's to seeing life in the best light in 2020.

Explore a new vision with EyeMed. Offer more of what's best – not more of the same. As America's fastest growing vision benefits company with more than 55 million members, we've grown 40% in the past five years alone and more than doubled our membership over the past 10 years. Why? Because when you switch your vision benefits to EyeMed, more employees enroll, more employees visit in-network providers and more employees use their benefits.

We hope to have the opportunity to introduce you to all that EyeMed offers soon. In the meantime, if you'd like to learn more about us please contact Pete Sarpong at psarpong@eyemed.com or visit www.starthere.eyemed.com. **Happy Holidays.**



Geisinger Health Plan Wishes You a Great Holiday Season

Here at Geisinger Health Plan, we sure are counting our blessings! This year, we've been immensely fortunate, from our opportunities to work with the LVBCH and host education-packed events, to our expansion in Orwigsburg at Geisinger St. Luke's Hospital. There are numerous reasons to be thankful this holiday season, but nothing beats our gratitude for you, our LVBCH family. We hope you enjoy this precious time spent with family and friends!



Musculoskeletal Disorders Continue to Drive Costs

It's the time of year when industry publications write stories about 2020 trends. An emerging trend in employee wellness is musculoskeletal health, a key focus of the Geneia - LVBCH Data Group.

During the past two years, data group members have learned:

- Employers spend more on musculoskeletal disorders (MSD) than any other condition or chronic disease.
- Low back pain (LBP) is the single leading cause of disability, globally, among MSD
- Direct costs for MSD have been increasing, especially prescription drugs.

For the LVBCH Data Group:

- The cost of disease-modifying antirheumatic agents to address MSD was \$10.3 million between April 2018 and March 2019.
- The most prevalent MSD is LBP, and at the September meeting, discussion ensued as to how data group employers can reduce LBP issues.

Employer options for managing rheumatoid arthritis, one of the leading diagnoses within MSD, include:

- Providing member resources and services
 - Comprehensive care management: assist with medication use and adherence, educate on signs and symptom management
 - Workplace considerations
- Designing benefits to account for high-cost conditions and medications
 - Eliminate barriers to care
 - Tackle high-cost prescription drugs, including where and how specialty drugs are administered



Substance Monitoring Ensures Employees Work Unimpaired

In the past, an employee may have been terminated from actions related to their substance use disorder. With monitoring, employers have further assurance that an employee is working safely and unimpaired. Further, the employer is treating substance use disorder like other treatable health conditions and is doing so in a consistent manner tied to the employer's policies and procedures.

When paired with treatment, monitored individuals can yield higher success rates of abstinence, sobriety, and recovery. Monitoring can include random on-demand toxicology, regular check-ins, and recovery updates. It provides structure and accountability that helps with recovery success. Until recently, only certain employees in safety sensitive positions (physicians, nurses, pilots) were offered monitoring as a mechanism to retain their professional licensure and stay employed in their field. Now more employers are offering monitoring for all employees. An investment in monitoring provides parity for all employees regardless of their professional licensure. Monitoring is also an opportunity to increase public safety for settings, like health care, where all employees are considered part of the quality care delivery team



Use Your Teeth Wisely This Holiday Season

Jolly holiday tips: It's not that your dentist doesn't want to see you over the holidays, but an emergency visit could turn you into a grinch! Stay jolly with these tips for a mouth-healthy holiday season!

- **Go nuts!** Almonds, cashews, and walnuts are rich in fiber and vitamins, so they're healthy options for holiday party snacking. But remember, before you crack open those chestnuts with your chompers, nutcrackers were invented for a reason!
- **Be a "wrap" star.** With all those presents to unwrap and assemble you're bound to run into some frustrating packaging. Don't use your teeth as a substitute for scissors or pliers. You could end up with a cracked or fractured tooth or scraped enamel.
- **The holiday grind.** The stress of the season can lead to grinding your teeth or jaw clenching – known as bruxism. This common condition can cause dental damage, facial pain, headaches, and disturbed sleep if left untreated. Your dentist can offer ways to help manage your bruxism.



United Concordia members have access to one of the nation's largest networks of dentists. So, if you do run into tooth troubles over the holidays, it's easy to find an in-network provider nearby.

Find a Dentist Near You

UNITED CONCORDIA
DENTAL

Reasons to Focus on High Blood Pressure

The USI Population Health Management Program encourages you to know the facts about high blood pressure, also known as hypertension:

- Having high blood pressure puts you at risk for heart disease and stroke which are leading causes of death in the United States
- Approximately 75 million American adults (32%) have high blood pressure or hypertension – that's 1 in every 3 adults
- 1 in 3 American adults has prehypertension – blood pressure numbers that are higher than normal but not yet in the high blood pressure range
- Only half (54%) of people with high blood pressure have their condition under control
- High blood pressure costs the nation on average \$48.6 billion each year including the cost of health care services, medications used to treat high blood pressure, and missed days of work.



Click on the icon to the right for a fact sheet about high blood pressure.

60 West Broad Street • Suite 306 • Bethlehem, PA • P: 610-317-0130

Our affiliation with these national organizations is a value-added benefit for our members.

