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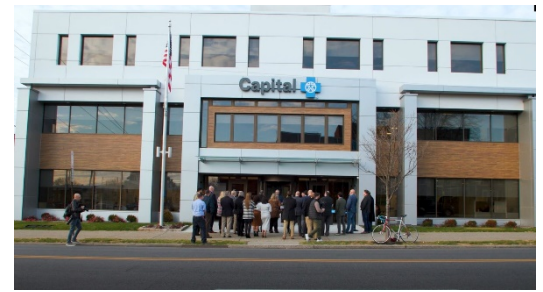
GUEST ARTICLE: CAPITAL BLUE CROSS



Capital Blue Cross Officials Unveils New Health and Wellness Center in Allentown

Capital Blue Cross, the only health insurer with headquarters in the Lehigh Valley, formally introduced its newest Capital Blue Cross Connect health and wellness center earlier this month.

The center is the foundation of Capital's newly renovated Allentown facility, located at 1221 Hamilton Street. The health and wellness center opening and broader building enhancements are part of Capital's commitment to the redevelopment of the Lehigh Valley's largest city.



"This is more than an investment in a building," Capital President & CEO Todd Shamash said before cutting a ribbon to officially open the new space on Dec. 3. "It's part of our continuing investment in a vibrant region we consider home."

Coalition president Carl Seitz attended the event, along with local legislators, business leaders, and community advocates. Capital and the Coalition have a preferred partnership that ensures Coalition members a benefit from high-quality, cost-efficient group coverage. The Coalition granted Capital preferred status because of the insurer's demonstrated plan performance excellence, pricing, and enhanced service capabilities.



"This is yet another testament to Capital Blue Cross' dedication to businesses, communities, and residents throughout the Lehigh Valley," Seitz said. "I encourage Coalition members to see what's in store at this beautiful location. The services, programs, and amenities you and your employees can get at Capital Blue Cross Connect enhance the value of our partnership and can make a significant impact on the health and well-being of our workforces."

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Within Capital Blue Cross Connect, customers – both Capital Blue Cross members and the general public – can receive one-on-one benefit plan consultations, meet with health coaches, get a biometric screening, attend wellness seminars, and much more. In addition to serving as a wellness hub, the center includes historical descriptions and brilliant imagery highlighting Allentown’s historic parks system.

“There’s something for everyone at Capital Blue Cross Connect,” Shamash said. “Whether you’re someone looking for a program to support good health or a business leader in need of innovative solutions to solve employee engagement challenges, we can help you.”

The Hamilton Street location is the fourth Capital Blue Cross Connect center now open across Capital’s 21-county service region, and the second in Lehigh Valley, where the insurer’s first store opened at the Promenade Shops at Saucon Valley in 2012.

Coalition members can schedule private tours of the new Capital Blue Cross Connect center. Contact your Capital Blue Cross account executive for more information.

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