



FOR IMMEDIATE RELEASE

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***LV Business Coalition Announces 33rd Annual Conference
Program Features Nationally Recognized Speakers***

Bethlehem, PA (April 19, 2013) – The LV Business Coalition on Health Care (LVBCHC) is holding its 33rd Annual Conference on Tuesday, May 21st from 8 a.m. – 1:30 p.m. at the Holiday Inn & Conference Center, 7736 Adrienne Drive, Breinigsville, PA.

The theme of this year's program is ***"The Business Case for Employee Wellness & Hospital Safety"*** two issues of great importance to the business community. Coalition member companies spend more than \$600 million annually on medical care and have a vested interest in their employees' health and the safety of the medical delivery system. To this end, the Coalition works with employers, insurers and providers to build a culture of quality and safety for the communities they serve.

Speaking at this year's program are Dee Edington, PhD (Edington Associates LLC) and Missy Danforth (The Leapfrog Group).

Dr. Edington 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, Edington spent 25 years in academic administration.



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, 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.

Tom Croyle, president LV Business Coalition on Healthcare, in speaking about this theme of this year's program said, *"The Business Case for Employee Wellness & Hospital Safety" - will address these important business issues. We are excited to offer employers, providers, insurers and consultants the opportunity to learn about these 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 employers can meet, and network with, our vendor and broker partners to discuss their company's individual needs."*

Capital BlueCross and **Express Scripts** are the premier sponsors of this year's Annual Conference, which includes a breakfast and buffet lunch. There is no charge for LVBCHC employer members and \$50 charge for non-Coalition members. A registration form may be downloaded at www.lvbchc.com. Registration and payment are due by May 1. For more information, contact LVBCHC at (610) 317-0130.

About Lehigh Valley Business Coalition on Health Care

The LV Business Coalition on Health Care is a multi-state, membership alliance of employers striving to provide the finest health care coverage possible for their employees, in the most economical fashion. The Coalition's mission is 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. The Coalition is also a member of the National Business Coalition on Health, the National Quality Forum and The Leapfrog Group. For more information, visit www.lvbchc.com.

