



Employers for Healthcare Value Since 1980

Lehigh Valley Business Coalition on Healthcare

2017 ANNUAL REPORT



VISION STATEMENT

LVBCH will be the recognized leader in providing access to quality and cost-effective health care programs.

MISSION STATEMENT

Through collective employer action and partnerships with providers/payers, LVBCH strives to improve the delivery, cost and quality of healthcare in our communities.

GOALS

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

BOARD OFFICERS

Chair

Bob Johnston, East Penn Manufacturing

Vice-Chair

John Marchetto, City of Allentown

Secretary

Jack Gross, Gross McGinley, LLP

Treasurer

Eileen Zielinski, PPL

Immediate Past Chair

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

BOARD OF DIRECTORS

Toni Lee Febbo, Lehigh University

Christina Hostler, kgb USA, Inc.

Richard King, Schlouch Incorporated

Myrna Rivera, B. Braun Medical, Inc.

Angie Smallwood, Volvo/Mack Trucks

Amy Trapp, County of Northampton

Kristen Wenrich, City of Bethlehem

Lori Young, Crayola, LLC

STANDING COMMITTEES & CHAIRS

Executive Committee

Bob Johnston, East Penn Manufacturing

Education & Wellness Committee

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

Government Committee

Lori Young, Crayola, LLC

Healthcare Purchasing Committee

Myrna Rivera, B. Braun Medical, Inc.

Membership & Communications Committee

Jack Gross, Gross McGinley, LLP

Quality Initiative Committee

Bob Johnston, East Penn Manufacturing

PROFESSIONAL STAFF:

Carl Seitz, President (Center)

Rachel Burger, Director of Operations (Left)

Wendy Manarino, Business Manager (Right)



CHAIR & PRESIDENT REPORT

On the national front, 2017 will be remembered as a year of unprecedented change and uncertainty. A Washington outsider was elected president and promised sweeping reforms. The uncertainty created by policy makers made it difficult for businesses to plan for the future. In contrast, 2017 for the Lehigh Valley Business Coalition on Healthcare (LVBCH) will be remembered as a year of change and stability.

In January, LVBCH President Tom Croyle announced his retirement. Under Tom's leadership, the Coalition grew in membership and stature into what is today recognized as one of the nation's most effective Coalitions. A thorough recruitment process was conducted and the new LVBCH President, Carl Seitz, came onboard in June. The Coalition's mission, goals and strategic plan were reviewed and updated which set the stage for LVBCH's leadership to focus on enhancing established initiatives.

For example, over the past five years the Coalition has partnered with Sanofi to publish a report that examines the prevalence and growth of Type 2 Diabetes, a formidable health challenge facing our community. In September, and for the first time ever, the Coalition assembled a working group to interpret the report and develop action steps to address the issues identified. Comprised of individuals from Geneia and Capital BlueCross along with representatives from health networks, local health departments, insurers, pharmaceuticals and our member employers, the group expects to release its plan in early 2018.

Similarly, LVBCH has been partnering with Geneia over the past five years to develop an online warehouse of Coalition members' health data. Collectively, this regional performance data will help us fulfill our mission of improving the delivery, cost and quality of healthcare. The nine original contributors, who represent more than 55,000 covered lives, will receive ongoing individualized training to enhance their understanding of the platform and its advanced functions. They will also participate in quarterly consulting sessions focused on specific cost and quality indications. Furthermore, we will soon invite additional employers to participate, which will expand the depth and breadth of the performance data and benchmarks.

During 2017, LVBCH continued the process to use the National Alliance of Healthcare Purchaser Coalitions' eValue8™ tool to define, measure and evaluate health plan performance in our markets. eValue8™ will help our member employers determine whether their health plan provides high quality health care, administrative excellence and consumer satisfaction at cost-effective prices. The Coalition plans to publish the results of the health plan assessment in mid-2018.

For the seventh consecutive year, LVBCH urged participation in quality and safety surveys conducted by the Leapfrog Group, a national leader and advocate in hospital transparency. We also continued our partnership with Consumer Reports which has resulted in local health systems and health plan partners integrating Choosing Wisely® principles into their healthcare practices.

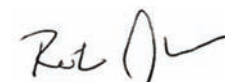
In September, LVBCH announced its endorsement of BSI Core, a carrier-neutral, preferred stop loss, self-funded platform specifically designed for employer groups in the 25–500 employee size segment. Committed to endorsing programs that improve quality and reduce the cost of healthcare for their employer members, LVBCH endorsed BSI CORE because of its service model, predictable financial stability and superior protection from risk.

The Coalition also continued its commitment to provide quality educational programs to our members. This year, programs were presented on subjects including stress management, the opioid crisis and benefit strategies to control costs. LVBCH's Annual Conference brought nationally recognized experts to the area to discuss cutting edge subject matter.

As Chair of the Board and President of the Lehigh Valley Coalition on Healthcare, we are in the enviable position of leading an organization with a dedicated and supportive Board of Directors, excellent staff and engaged membership. The Coalition is committed to continuing to provide healthcare benefit options that meet the individual needs of our member employers and to provide outstanding educational programs. While we continue to face significant challenges, we remain positive with a renewed pledge to work with our local and national partners. Together, we will find creative ways to protect the health of our employees, our organizations and our entire community.



CARL SEITZ
President



BOB JOHNSTON
Chair of the Board

SPEAKERS DISCUSS HEALTHCARE TRANSITION AT LVBCH ANNUAL CONFERENCE

Speakers at the 2017 LVBCH Annual Conference focused on various aspects of the healthcare continuum. They shared their expertise about where healthcare is headed and how employers can adapt to manage costs and improve employee health.

Nationally known healthcare policy expert **Robert Laszewski**, President of Health Policy and Strategy Associates, in his discussion, "The U.S. Health Care System: A Market and Policy Update," stated that the United States is likely to experience unprecedented political change resulting in the upheaval of the health care markets. In 20 years, health care will still be the biggest industry in America and those that survive and flourish will be the ones flexible enough to adapt to the market changes.



Robert Laszewski



Lawton R. Burns, PhD



Michael Thompson

The answer to curbing costs and improving quality is not necessarily continued consolidation of hospitals and health care systems, said **Lawton R. Burns, PhD, MBA**, Professor of Health Care Management at the Wharton School, University of Pennsylvania. In "Critical Thinking About Consolidation in Healthcare: The Curious Case of Hospital Systems," Dr. Burns said that mergers often fail to achieve economies of scale because integration is restricted to administrative systems and group purchasing, not clinical operations. In fact, costs actually increase as systems get bigger but quality of care does not increase.

Other speakers described efforts to manage costs and improve quality. National Alliance President **Michael Thompson** said the Alliance, of which LVBCH belongs, uses group

purchasing and advocacy to drive improvement in health, well-being and value for companies and communities.

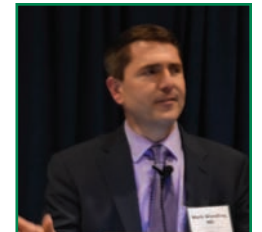
On the insurance front, Capital BlueCross has partnered with LVBCH and The Leapfrog Group, a national nonprofit organization focused on health care quality and safety, to help employers and consumers make more informed health care decisions. **Bridget Peck, RN, MBA**, Senior Medical Value Consultant, Capital BlueCross said together, Capital BlueCross, LVBCH and Leapfrog have rolled out a standardized solution to quality measurement throughout its facility-based programs.

Also, physicians, who drive much of the cost of healthcare, must take a more active role in reducing healthcare costs, said **Mark Wendling, MD**, Executive Director, Lehigh Valley Physician Hospital Organization (LVPHO). Dr. Wendling discussed LVPHO's relationship with LVBCH in using Consumer Reports' Choosing Wisely® resources to educate clinicians about the "appropriate" avoidance of certain tests and treatments. By questioning certain practices, such as antibiotic use, together we can ensure that the right care is delivered at the right time.

Dominic Lorusso, Director of Health Partnerships, Consumer Reports agreed that we must use tools like Choosing Wisely® to educate physicians, as well as consumers, to question the need for certain tests, treatments and procedures that may be unnecessary and may even be harmful. By questioning, we can significantly reduce costs since about 30% of the health care spending is wasted.



Bridget Peck, RN



Mark Wendling, MD



Dominic Lorusso

BOARD MEMBERS AND CONFERENCE ATTENDEES THANK RETIRING COALITION PRESIDENT
TOM CROYLE FOR NINE YEARS OF LEADERSHIP AND BID HIM A FOND FAREWELL



ANNUAL CONFERENCE ATTENDEES ENJOY NETWORKING WITH COLLEAGUES AND SPONSORS



LVBCH EDUCATIONAL EVENTS & NETWORKING ACTIVITIES

LVBCH Employee Forum Sponsored by Integrated Behavioral Health – “Employee Stress: Their Struggle, Your Risk”

Integrated Behavioral Health’s **Eric Gustafson, PsyD**, Senior Vice President, Clinical Quality Management and **Joe Bosche**, Senior Vice President, Business Development, helped employers understand employee psychosocial, mental health and substance abuse issues as well as the financial losses and business risks associated with ignoring them. Gustafson and Bosche also described how to promote employee resilience in the workplace, as well as offered ways to identify and develop resilient employees.



*Tom Croyle, Joe Bosche, Eric Gustafson and
Jeannine O’Callaghan.*



Kevin Davis



Bill Kaiser

LVBCH Employer Forum Sponsored by Univest Insurance – “Benefits Cost & Culture Strategies, What Your Business Needs to Know”

To help employers manage rising benefits costs, **Kevin Davis**, Senior Benefits Consultant, Univest Insurance discussed benefits cost-cutting strategies, including reference-based pricing, prescription drug carve-out, narrow network, telemedicine and price transparency tools during a forum held at the PBS39 TV studio in Bethlehem. **Bill Kaiser**, Senior Consultant, High Performing Culture explained the importance of having a formalized “Culture Plan” as a means to develop a high performing organizational culture.

Healthcare Systems Engineering Symposium Co-Sponsored by LVBCH and Lehigh University – “Today’s Challenges for Healthcare Networks and Third- Party Payers”

The presidents and chief executive officers of the region’s largest health systems **Brian Nester, DO** of Lehigh Valley Health Network and **Rick Anderson** of St. Luke’s University Health Network said their biggest challenge is significantly reducing costs while maintaining high quality healthcare. The CEOs participated in “The Rise of Mega Networks,” moderated by **Tom Huntzinger** of Emerson, Reid & Co. Next, a panel of experts discussed “How Will We Pay for Healthcare?” Moderated by former LVBCH President **Tom Croyle**, panelists were: **Joyjit Choudhury**, PwC; **Anne Baum**, Capitol BlueCross; **Robert Laszewski**, Health Policy and Strategy; and **Donna Sabol**, St. Luke’s University Health Network.



Brian Nester, DO and Rick Anderson





*Carl Seitz, Ken Miller,
Kristen Wenrich and Victor Parziale*

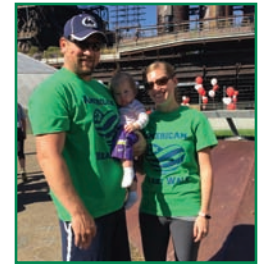
LVBCH Employer Forum Sponsored by the Pennsylvania Commission on Crime and Delinquency and Express Scripts – “Substance Abuse – A Major Challenge for Employers”

Leaders in the fight against substance abuse and the opioid epidemic provided employers insights into its causes, efforts to reduce its spread and ways employers can support addicted employees while protecting the organization and staff. Speakers at the seminar, held at PBS39 TV Studio in Bethlehem, included **Kristen Wenrich**, Bethlehem Health Director; **Victor Parziale**, Program Education Consultant, Drug Free Workplace PA; and **Ken Miller**, Express Scripts.



LVBCH sponsored American Heart Association Heart & Stroke Walks in Berks County and the Lehigh Valley

In the fall of 2017, LVBCH participated in two events to raise funds to save lives from this country's No. 1 and No. 5 killers—heart disease and stroke. Designed to promote physical activity and heart-healthy living, the Heart Walks create a fun and rewarding environment for the entire family.



LVBCH was a Sponsor at the Annual Meeting of SHRM-LV, Lehigh Valley's Premier HR Professional Association

LVBCH was a sponsor of the two-day annual conference of the Lehigh Valley Chapter of the Society for Human Resource Management (SHRM), the nation's largest human resource association. The event entitled “Truth Is Stranger than Fiction: Tales of the HR Professionals” brought together more than 200 HR and benefits professionals. LVBCH promoted Coalition benefits, answered questions from attendees and distributed marketing collateral from LVBCH's valued purchasing partners.



Carl Seitz and Rachel Burger



*Heather Lavoie, Bob Johnston,
Denise Moyer and Carl Seitz*

LVBCH and Geneia Representatives Participate in Data Analytics Panel Discussion at National Conference

LVBCH and Geneia conducted a panel discussion at the annual conference of the National Alliance of Healthcare Purchaser Coalitions in November in Arlington, Virginia. The session was titled “Using Data Analytics to Drive Employer, Payer & Provider Collaboration & Convergence”. Panel participants included **Heather Lavoie**, Chief Strategy Officer from Geneia; **Bob Johnston**, LVBCH Chair, Benefits Manager of East Penn Manufacturing; **Denise Moyer**, Chair of LVBCH Data Analytics Steering Committee, Associate Director of Corporate Benefits, B. Braun Medical Inc. and **Carl Seitz**, President, LVBCH.

2017 LVBCH MEMBERSHIP | OUR MEMBERSHIP IS COMPRISED OF MANY DIFFERENT TYPES AND SIZES OF COMPANIES. SOME ARE INTERNATIONAL IN SCOPE, WHILE OTHERS ARE REGIONAL OR LOCAL EMPLOYERS.

- Abeloff Auto Group
- Abington Manor at Morgan Hill
- AblePay Health
- Advertising Specialty Institute
- Aesculap
- Alan Kunsman Roofing & Siding, Inc.
- Allentown Parking Authority
- Allentown School District
- AmeriHealth Administrators
- Andesa Services Inc.
- AstraZeneca
- B. Braun Medical Inc.
- Bangor Area School District
- BB&T Insurance Services
- Benefitfocus
- Bethlehem Christian School
- Block Insurance Agency, Inc.
- Bloomsburg Carpet Industries Inc.
- Blue Mountain School District
- Boehringer Ingelheim Pharmaceuticals, Inc.
- Borough of Freemansburg
- Boyertown Area School District
- Brandywine Heights Area School District
- Brown & Brown of the Lehigh Valley
- BSEG, LLC
- BSI Corporate Benefits
- Buckno Lisicky & Company
- Burnham Holdings, Inc.
- Buzzi-Unicem USA, Inc.
- C.F. Martin & Co., Inc.
- Capital BlueCross
- Carbon Career & Technical Institute
- Carbon Lehigh Intermediate Unit
- Catasauqua Area School District
- Cedar Crest College
- Center for Allergy & Asthma
- Centurion Benefits, LLC
- Cetronia Ambulance Corps.
- Chaar Saddlery, LLC
- Cigna
- City of Allentown
- City of Bethlehem
- City of Easton
- City of Lancaster
- City of Reading
- City of Shamokin
- Communications Test Design Inc.
- Concannon, Miller & Co.
- Conrad Weiser Area School District
- ConsumerMedical
- Coordinated Health
- Corporate Synergies Group
- County of Berks
- County of Lehigh
- County of Northampton
- Crayola, LLC
- Creative Landscapes
- Delta Dental
- DeSales University
- Dick's Sporting Goods, Inc.
- Diocese of Allentown
- Direct Response Associates
- Distinctive Tile & Stone
- Dunne Manning Inc.
- East Penn Manufacturing Co., Inc.
- East Penn School District
- Eastern PA Endoscopy Center
- Eastern PA Gastroenterology & Liver Specialists, PC
- Easton Coach Company
- Elementis Worldwide, Inc.
- Emerson Reid, LLC
- Equinox Agency, LLC
- Everett Chiropractic, Inc.
- Express Scripts
- Fabtex, Inc.
- First Commonwealth Federal Credit Union
- FLSmidth
- Follett Corporation
- Geisinger Health Plan
- Geisinger Marworth Treatment Center
- Geneia, LLC
- Gillespie Printing
- Giorgio Foods
- Glen-Gery Corporation
- Good Shepherd Rehabilitation Network
- Greater Reading Chamber of Commerce & Industry
- Gross McGinley, LLP
- H.A. Berkheimer Inc.
- Hampson, Mowrer, Kreitz Agency
- Hanover Engineering Associates, Inc.
- Health Advocate
- Highmark
- Highwood USA LLC
- Hospital Central Services, Inc.
- Integrated Behavioral Health
- Jerdon Construction Services LLC
- JetPay Corporation

- Jim Thorpe Area School District
- JSB Industries
- Just Born, Inc.
- Keenan-Nagle Advertising, Inc.
- Kelly Car Truck Center
- Key Insurance & Benefits Services, Inc.
- Keystone Precision Instruments
- kgb USA, Inc.
- Khubchandani-Stasik-Rosen, PC
- KidsPeace Corporation
- Kistler O'Brien Fire Protection
- Korpics Kontracting, Inc.
- Kressler, Wolff and Miller
- Lafayette College
- Lancaster-Lebanon Intermediate Unit 13
- Larry E. Moyer, Chartered Financial Consultant
- Lehigh and Northampton Transportation Authority
- Lehigh Carbon Community College
- Lehigh Career & Technical Institute
- Lehigh University
- Lehigh Valley Benefits Group
- Lehigh Valley Health Network
- Lehigh Valley Safety Supply Co.
- Lehigh Valley Workforce Investment Board
- Lehigh Area School District
- Lentz-Koma Insurance Agency
- Lutron Electronics, Inc.
- LV Baseball, LP
- M&D Wholesale Distributors, Inc.
- Mack Trucks, Inc. / Volvo
- MCS Industries Inc.
- Members 1st Federal Credit Union
- Merck & Company
- Monroe County
- Moravian College
- Muhlenberg College
- NAI Summit
- National Commission for Health Education Credentialing
- National Vision Administrators
- Natural Light Window, Co.
- Neurology of Bethlehem P.C.
- Northampton Community College
- Northern Lehigh School District
- Northwestern Lehigh School District
- Novo Nordisk, Inc.
- Nu Vu Contractor, Inc.
- One Point/Corporate Environments
- Opti-Mate, Inc.
- Palram Americas, Inc.
- Panther Valley School District
- Parkland School District
- PBS39
- Pfizer, Inc.
- Pittston Area School District
- Populytics
- PPL Corporation
- Private Industry Council of Lehigh Valley, Inc.
- PRL, Inc.
- PSEA Health & Welfare Fund
- Quadratus Construction Management, Inc.
- Rea.deeming Beauty, Inc.
- Reading Area Community College
- Reading School District
- Restoration Services
- Reynolds & Reynolds Electronics, Inc.
- Roberti & Roberti, LLC
- Sacred Heart HealthCare System
- Salem Christian School
- Salisbury Township School District
- Salukas & White Contracting Inc.
- Sanofi
- Saucon Valley Country Club
- Saucon Valley School District
- Schlouch, Incorporated
- Scott Cars, Inc.
- Service Tire Truck Centers
- SI Systems, LLC (a Paragon Technologies Co.)
- Southern Lehigh School District
- Spectrum Homes
- St. Luke's University Health Network
- Steve Shannon Tire Co.
- Talen Energy Corporation
- Tepes Construction
- TFG Partners, LLC
- Tom Hall Auction, Inc.
- Trans-Bridge Lines, Inc.
- Trividia Health
- United Concordia Companies, Inc.
- University of Scranton
- Univest Insurance, Inc.
- Urology Specialists of the Lehigh Valley
- Valley Builders, LLC
- Valley Preferred/LVPHO
- Valley Youth House
- Victaulic
- Wallenpaupack Area School District
- Wayne Highlands School District
- Weatherly Area School District
- West End Associates, Inc.
- West Shore School District
- Whitehall Coplay School District
- WI Holdings
- Wilkes University

LVBCH PARTNERSHIPS, COLLABORATIONS & ENDORSEMENTS



LVBCH Partnered with Consumer Reports to Promote Choosing Wisely®

LVBCH continued its partnership with Consumer Reports to provide education about the dangers and issues associated with the overuse of health care services. Through the Choosing Wisely® campaign, employers encouraged their employees to become more involved in their health care by having informed conversations with their physicians.



LVBCH Endorsed a Carrier-Neutral Self-Funded Benefits Option for Businesses with 25–500 Employees

LVBCH endorsed BSI CORE, a carrier-neutral platform that offers employers with 25–500 employees stop loss protected self-funding that safeguards companies from risk and allows decision-makers to credibly develop a five-year strategy for controlling healthcare costs. The platform provides the claims data, services and superior protection from risk that have historically been reserved for groups with over 500 employees.



Geneia and LVBCH Members Collaborated to Refine an Employer Benefits Analytic Tool

Coalition members continued to hone Geneia's analytical software that provides employers with information to manage health plan costs and improve employee health. The tool aggregates available data into a single platform that quickly allows an employer to pinpoint areas of cost savings, identify and redirect network leakage, detect open care opportunities for employees and review medical and prescription drug information.



LVBCH Partnered with Leapfrog to Promote Hospital Quality, Safety and Transparency

For the seventh consecutive year, LVBCH served as a Regional Leader organization for The Leapfrog Group, inviting eastern and central Pennsylvania hospitals to complete the annual Hospital Survey that assesses hospital safety, quality and efficiency based on national performance measures. LVBCH also helped educate members and the community on patient safety by spreading the word about the spring and fall 2017 Leapfrog Hospital Safety Grades—A, B, C, D and F letter grades assigned to more than 2,600 hospitals across the nation twice each year.



LVBCH Collaborated with Sanofi to Publish its Fifth Diabetes Report

In 2017, Sanofi U.S. and the LVBCH published their fifth edition of the Type 2 Diabetes Report. The report offers a broad overview of the state of diabetes in markets within the Lehigh Valley and throughout the Commonwealth of Pennsylvania. Reports such as this help employers design screening and wellness programs to assist their employees in maintaining a healthy lifestyle. Early recognition and interventions for people at risk for diabetes and its complications are crucial to mitigating the impact of this disease on employee well-being and employer costs.

LVBCH 2017 PURCHASING PARTNERS

Medical Partners



Dental Partner



Vision Partner



Mental Health Partner



Self-Insured Small Business Option



Private Exchange Partners



Data Analysis Partner



Health Education and Wellness Partner



Ask your broker or benefits consultant to contact our purchasing partners so you can provide your employees with better quality benefits at exclusive lower rates and save money in the process.
Visit www.LVBCH.com for more information.



Delivering service and care for LVBCH

Express Scripts proudly supports the Lehigh Valley Business Coalition on Healthcare (LVBCH) and recognizes all the important work done to improve the delivery, cost and quality of healthcare in our communities.



Employers for Healthcare Value Since 1980

60 West Broad Street
Suite 105
Bethlehem, PA 18018
P: 610-317-0130
F: 610-317-0142
lvbch@lvbch.com

www.LVBCH.com



Follow us on **LinkedIn**

Design and Printing Courtesy of
Express Scripts