

***In this issue....St Luke's Tour...Client Meetings...Capital BlueCross...Express Scripts...Featured Member...New Members...Leapfrog Report...Upcoming Events...Employer Forum...Annual Conference***

## ***President's Message by Tom Croyle***

I'm hoping we begin to experience some real spring-type weather after such a long, hard winter.



With spring comes the kick-off of the Leapfrog Group's Annual Hospital Survey. The Leapfrog Group is made up of employer purchasers of healthcare. For the fourth consecutive year, LVBCH will be the regional roll-out organization for the Annual Hospital Survey in eastern and central Pennsylvania.

Consumers can find survey reports of overall patient safety as well as results for 14 common procedures on the Leapfrog Group's website. We are extremely fortunate that, with one exception, all the major healthcare systems in eastern and central Pennsylvania that LVBCH employers use the most support transparency and participate in the Annual Leapfrog Hospital Survey.

Why is this important? A recent study found that as many as 400,000 people die each year from preventable errors, accidents and infections in our nation's hospitals. This makes failure to keep patients safe in our hospitals the third leading cause of death in the US. When hospital safety falls behind, employers and patients pay – in suffering and in real dollars.

Our letters to hospital CEOs inviting them to participate in this year's Leapfrog Hospital Survey will be mailed on April 1<sup>st</sup>. I urge your strong support to encourage hospitals in your community to submit their data.

At the end of April, Leapfrog also will report its Hospital Safety Scores based on solid, expert-approved hospital safety measures. Unfortunately, most of us go to the hospital with zero information on safety. The Hospital Safety Score allows consumers to see a simple letter grade (A, B, C, D or F) on how hospitals compare on standard safety measures by simply entering a zip code. A mobile hospital safety score app is available for the tech savvy.

When employers and consumers can evaluate hospitals on their safety records, hospital safety will improve. Recently, LVBCH has had a number of conversations with healthcare systems and insurers in the region about improving the efficiency and quality. The current payment system pays hospitals and doctors for the number of services they perform. There is very little incentive to compete on quality. As a result, you may not always be paying for the best value when you or your employees get care. I think we are beginning to see efforts to reverse this, but we are not going to get there unless we can measure and compare results.

## Board Members Tour St. Luke's Anderson Campus

**Ed Nawrocki** (R), St. Luke's Anderson Campus president, shown with Board Chairman **Tim Hinkle** (L), LVBCH president **Tom Croyle** (C), conducting a tour of the facility on January 23<sup>rd</sup>. St. Luke's Anderson Campus is a state-of-the-art hospital with 108 patient rooms. In addition to general medical/surgical service, Anderson also provides specialty services for cancer, heart conditions as well as bone and joint services. The facility opened in 2011 and was the first free-standing hospital built in Pennsylvania in 40 years.



Following the tour, **Bob Martin**, Senior Vice President Network Development, provided Board members with a briefing on the planning that goes into building and operating all St. Luke's facilities. Board members were also treated to lunch at the St. Luke's Conference Center, a restored historic barn, located off Easton Avenue. Board members attending were: **Carynna Matias**, Computer Aid, Inc., **Eileen Zielinski**, PPL Corporation, **Joe Huxta**, Mack

Trucks, Inc./Volvo Group, **Maggie Mente**, FLSmidth, **Myrna Rivera**, B Braun Medical Inc., **Paul Chuckalovcak**, Essroc Italcementi Group, and **Tim Hinkle**, Lehigh University.



We thank **Ed Nawrocki**, President - St. Luke's Hospital - Anderson Campus, and his colleagues including: **Dean Evans**, President, St. Luke's Physician Group (SLPG); **Donna Sabol**, Vice President & Chief Quality Officer; **Francine Botek**, Vice President Finance; **Hal Folander**, MD, Senior VP, Clinical Integration; **Joel Fagerstrom**, Executive Vice President & Chief Operating Officer; and **Bob Martin**, Senior Vice President Network Development, for hosting our tour of the Anderson Campus facility.

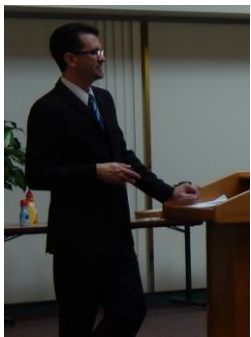


## Capital BlueCross Client Meeting Hosted by KidsPeace

Ongoing communications between LVBCH members and our Purchasing Partners is essential to the performance of our programs.

At the February 20<sup>th</sup> Capital BlueCross Quarterly Employer Meeting, members heard presentations on the Affordable Care Act and Wellness Initiatives. The event was hosted by Coalition member KidsPeace, in the Donley Therapeutic Center at its Orefield campus. Our host for the event was **Liz Perrong**, Vice-President, Human Resources. Presenters from

Capital BlueCross were **Vicki Doule**, Director Large Group Sales; **Ben Faesel**, Senior Manager Health Care Reform Implementation; and **Nicole Lindsey**, Manager-Health Education and Wellness.



**Ben Faesel** presented an update on the Affordable Care Act covering all the changes and modifications made since the legislation was passed in 2010. Of major importance to employers are the changes affecting the “play or pay” mandate and the implications for the future. While employers were given a one year delay in the mandate, nonetheless in the final analysis, large employers are still responsible for providing their employees with health insurance. Capital BlueCross provides its clients with a checklist for determining if they are a large employer and what their responsibilities are under the Affordable Care Act. Faesel summarized the various scenarios that an employer might be facing and how best to deal with application of the regulations.

The second part of the program was a presentation by **Nicole Lindsey** on two free Wellness programs offered by Capital BlueCross that can be conducted at an employers’ site.

“**Take Charge**” is a 6-week educational program led by a registered dietitian designed to motivate people with diabetes to make lifestyle changes to improve their health. The second program “**Worksite Nutrition**

**Culture Assessment**” focuses on the nutrition culture at a worksite and highlights opportunities for organizations to make positive changes to foster healthy behaviors.



The value of client meetings cannot be overstated and we encourage Coalition employers to take advantage of the information sessions conducted by our Purchasing Partners. We once again thank Capital BlueCross for providing these sessions to the membership. We also thank **Liz Perrong** and KidsPeace for hosting the event. Participating member companies were: **B Braun Medical Inc.**, **Crayola**, **East Penn Manufacturing**, **FLSmidth**, **KidsPeace** and **Volvo/Mack Trucks**.

## LVBCH Rx Program Continues to Report Employer Savings

The Glasbern Inn, Fogelsville, was the setting for the **Express Scripts** year-end client review meeting held on February 25<sup>th</sup>. On hand to welcome Coalition members to the meeting were **Tom Croyle** and **Rachel Burger** along with **Luca DeFlorentiis**, Senior Regional Director for Express Scripts and his account team. Coalition employers represented were **Bob Johnston**, East Penn Manufacturing; **Jenny Scala**, City of Allentown; **Lori Young**, Crayola; **Maggie Mente**, FLSmidth Inc.; **Tim Hinkle** and **Toni Lee Febbo**, Lehigh University.



The Express Scripts account team was on hand to review trends and share data on total expenditures---which are nearly \$60 million---plan cost per month, plan cost per day, plan cost per prescription and number of prescriptions per member per month. Two very important economic indicators are the generic fill rate and the spending on specialty pharmacy (medications that are often specific to certain conditions and also very expensive). LVBCH cost trend was 2.0% vs. Express Scripts' book of overall business trend of 5-6% which reflects Express Scripts' and LVBCH's commitment to effectively manage drug spend. Overall, the Coalition is well-positioned to maximize the value of its PBM program when compared to other mid-market employers.

Other members of the Express Scripts account team participating in the meeting were **Kelli Sims-Dorsey**, Account Executive; **Ken Miller**, Clinical Account Executive; **Jonathan Bethke**, PBM Director, Account Management; **Alan Langlois**, Vice President of Sales, Commercial East; **Janine Nowatzky**, Sr. Director Marketing; **Melanie Connelly**, Account Manager; and **Mark Kollar**, Account Manager.



Coalition members **Maggie Mente**, **Toni Lee Febbo** and **Tim Hinkle** follow the presentation by the Express Scripts account team at the February 25<sup>th</sup> meeting.



## The Leapfrog Group Reports Decline in Early Elective Deliveries

### Dramatic Decline in Dangerous Early Elective Deliveries

2014 Announcement  
on Early Elective  
Deliveries



There's finally some good news to report on the healthcare landscape, at least relative to the use of C-sections for "early elective deliveries" or non-medically indicated C-sections prior to 39 weeks gestation. According to The Leapfrog Group (Leapfrog), which has been collecting data on early elective deliveries since 2009, the national rate of *early* maternal deliveries dropped for the third year in a row to 4.6 percent in 2013 a significant reduction from the national average of 17 percent reported in 2010. Inductions or cesarean procedures performed prior to 39 completed weeks gestation---without medical necessity---carry risks to babies and mothers. They can also result in NICU admissions, increased length of stay, and higher costs to patients and payers. The American College of Obstetricians and Gynecologists (ACOG) has advised against these deliveries for over 30 years.

The current US national C-section rate is around 32 percent, meaning that one in three mothers opts to have their babies delivered surgically. By contrast, the C-section rate in the UK stands at 10.2 percent according to the National Health Service, the UK's version of the US Department of HHS.

This is the first time the national average has hit the target rate of less than 5 percent and represents the collaborative efforts of Leapfrog, private sector employers and government. Leapfrog is also reporting a spike in its survey participation, with 969 hospitals reporting on early elective deliveries in 2013, up 200 hospitals from last year.

And there's more good news for hospitals in our region that participate in the Leapfrog Hospital Survey, they are below the targeted 5 percent delivery rate. Further, **Geisinger Medical Center, Lehigh Valley Health Network and Reading Hospital** reported 0.0 percent early elective delivery rates. In short, this means healthier babies and more manageable medical expenditures for employers' health plans.

## LVBCH is an RRO for the 2014 Leapfrog Hospital Survey

LVBCH is proud to once again be a regional roll-out organization for Leapfrog's annual Hospital Survey that assesses hospital performance based on national performance measures. The measures provide hospitals with the opportunity to benchmark the progress they are making in improving the safety, quality, and efficiency of the care they deliver. Leapfrog Hospital Survey results are publicly reported, by hospital, on Leapfrog's website [www.leapfroggroup.org](http://www.leapfroggroup.org). LVBCH and Leapfrog thank hospitals for their willingness to be transparent, and to seek opportunities such as this to improve care delivery.



## Welcome New LVBCH Members

We extend a warm Welcome to the following new members of the Coalition and encourage them to become active in Coalition activities: **EISAI, Lehigh Gas Corp., Sanofi and West Shore School District.**

## Featured Member: Keenan-Nagle Advertising Celebrating 60 Years

Coalition member Keenan-Nagle Advertising has been serving the Lehigh Valley region since 1954 with award winning advertising and marketing campaigns. LVBCH's new look and logo, including our website, was developed by **Mike Keenan** and his creative staff. Through their efforts, the Coalition has been rebranded with a uniform, stylized look that enhances our identity and carries our message to other regions of Pennsylvania.



Keenan-Nagle is guided by the philosophy that each client has individual needs and therefore tailors a campaign to meet specific outcome-based objectives. Regardless of the media selected, Keenan-Nagle is a full service agency that works across all platforms to reach target audiences including: e-marketing, website design and content creation, radio & television ads, direct mail & direct response, video productions, trade and consumer publications, print collateral and outdoor advertising.

Mike and his 13 member staff are no strangers to being recognized for their creative bent as evidenced by their peer recognition. In 2012, Keenan-Nagle Advertising was

recognized with five American Graphic Design Awards in the national competition sponsored by Graphic Design USA of New York City. To win one award is an accomplishment but to win five is outstanding when there were more than 8,000 entries in these categories.

We are pleased to highlight Coalition member Keenan-Nagle Advertising and congratulate them on their 60<sup>th</sup> anniversary. To find out more, visit their website: [www.keennannagle.com](http://www.keennannagle.com)

## Upcoming Events

- ❖ **April 4, 2014**      **LVBCH Employer Forum (8:00 am-12:00 noon)**  
*"Addressing the Unthinkable: Violence in the Workplace"*  
Lehigh University, Wood Dining Room in Iacocca Hall  
111 Research Drive, Bethlehem, PA 18015
  
- ❖ **April 23, 2014**      **Lehigh University Healthcare Symposium (4:00 pm – 7:00 pm)**  
*"Innovations in Healthcare Delivery Systems Symposium"*  
Lehigh University, Wood Dining Room in Iacocca Hall  
111 Research Drive, Bethlehem, PA 18015
  
- ❖ **May 8, 2014**      **LVBCH 34<sup>th</sup> Annual Conference (8:00 am – 1:30 pm)**  
*"Strategies to Navigate a Healthcare System in Transition"*  
DeSales University, University Center Building  
2755 Station Ave., Center Valley, PA 18034

For more information about LVBCH events, visit our website: [www.LVBCH.com](http://www.LVBCH.com)

## LVBCH Employer Forum on April 4, 2014 at Lehigh University: “Addressing the Unthinkable: Violence in the Workplace”



When the “unthinkable” happens, will your employees know what to do and how to react? The upcoming employer forum explores not only what to do in these situations, but also how to be aware of situations that could lead to violence. We’ve assembled an experienced group of speakers who will share their expertise on this most important topic and give your employees the information they need to know when the unthinkable happens. Scheduled for the Lehigh University-Iacocca Hall-Wood Dining Room, the program features:



**Sergeant Chris Houtz**, Investigations Unit Supervisor, Lehigh University  
Sergeant works for the Lehigh University Police Department. He began his career in law enforcement in 1999 and joined the Lehigh University Police Department in 2001. He is currently the Investigations Unit Supervisor as well as one of the Department’s Active Shooter Instructors

**Samuel Mayhugh, Ph.D.**, Founder & President, Integrated Behavioral Health (IBH)  
Dr. Mayhugh has 36 years experience in health care delivery and management. Dr. Mayhugh graduated from Olivet Nazarene University, Purdue University and Indiana State University. He served as Psychology Department Chair of Olivet University and Pasadena, now Point Loma University.



**Eric Gustafson, Psy.D.**, Assistant VP Clinical Quality Management, Integrated Behavioral Health (IBH) Dr. Gustafson has spent 30 years in the design, training, delivery and quality management consulting of Employee Assistance and behavioral health services. Dr. Gustafson has extensive experience in clinical quality management and service delivery of inpatient, residential, and outpatient psychiatric and chemical dependency treatment programs.

## Healthcare Symposium on April 23, 2014 at Lehigh University: “Innovations in Healthcare Delivery Systems Symposium”



The need for professionals in the healthcare field is strong and growing due to the aging population and national crisis of rapidly increasing healthcare costs. The "Innovations in Healthcare Delivery Systems Symposium" will address these challenges. A panel of healthcare professionals will provide their thoughts on this subject and will answer questions from attendees.

- ❖ Panel 1 - Quality of Healthcare Delivery
- ❖ Panel 2 - Informatics and Technology in Healthcare Delivery
- ❖ Panel 3 - The Future of Personalized Medicine; Big Data/Genomics



# LVBCH 34<sup>TH</sup> Annual Conference Set for May 8<sup>th</sup> at DeSales University



What is shaping up as the largest Annual Conference in Coalition history, the 2014 event is scheduled for Thursday, May 8<sup>th</sup> at DeSales University. This year's program tackles the challenging and oft confusing changes taking place throughout the healthcare delivery system affecting employers, providers and employees. During the past five years, the Coalition has held various meetings and webinars on the topic to help employers deal with these changes.

Given the developments of the past year, with the delays and modifications, employers are scrambling to stay abreast of these requirements and be in compliance. This year's program titled ***"Strategies to Navigate a Health Care System in Transition"*** features a trio of speakers who are well versed on the impact of the Affordable Care Act and what it means for all stakeholders.



Leading off the program is **John Santa, MD, Medical Director, Consumer Reports Health** addressing the role of consumers in the healthcare system. Dr. Santa's address **"Choosing Wisely, Helping Healthcare Consumers Figure Out what To Do and Not to Do"** focuses on what employers can do to help their employees make the best use of medical services. Our friends at **BSI Corporate Benefits** are sponsoring Dr. Santa's appearance.

Delivering the Keynote Address, **"Making Health Care Work for Everyone; We're all in this Together"** is **Reed Tuckson, MD, FACP Managing Partner, Tuckson Health Connections, LLC**. Dr. Tuckson explores how stakeholders have a critical role in managing the changes and how best to accomplish this. Dr. Tuckson's appearance is courtesy of **Capital BlueCross** and **Express Scripts**, the two premier Sponsors of this year's event.



Our luncheon speaker is **Joseph M. Zubretsky, Senior Executive VP National Businesses, Aetna**. His topic is **"The Healthy Company in a Healthier World"** an issue employers have been wrestling with for quite some time. Employers have embraced the concept of using incentives to create a healthier workplace; however, now it's time to also create a healthier world for all workers. Mr. Zubretsky's appearance is sponsored by long-time Coalition supporter **Aetna**.

Registration is open until April 14. Visit [www.LVBCH.com](http://www.LVBCH.com) and complete the online registration.

60 West Broad St. • Suite 105 • Bethlehem • 610-317-0130

AFFILIATED MEMBERS:

