



**Leadership & Value**

**The Business Coalition on Healthcare**

*Employers committed to quality and affordable health care since 1980*

# News Notes

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

There has never been a more exciting time to be in healthcare, or a more challenging one. The speakers at our annual conference in May highlighted this fact.

Despite all the wonderful things the US healthcare system can deliver, it is widely acknowledged that our current system is plagued by fragmentation, inefficiencies, and wide variations in both cost and quality.



***It is often cited that 30% of healthcare today is wasteful, duplicated, or simply unnecessary.***

We are experiencing a time of tremendous change in healthcare. The challenge is to move from a system paid on volume to one that is rewarded for value. As a result, there is a great push to form new care delivery models – ***Accountable Care Organizations*** and ***Patient-Centered Medical Homes***.

Hospitals and physician practices are being merged and consolidated. Millions of dollars are being spent investing in electronic record systems. While all these changes are intended to make healthcare safer, more efficient, and focused on population health management, the results so far are mixed.

Studies indicate the impact of the trend of hospital consolidations and buying of physician practices leads to higher prices and may not be in the consumers' best interest.

We need to change not just the business models and how we pay for healthcare, but the culture of clinical practices and measures. Employers, as major purchasers of healthcare, need to focus on buying a combination of quality, service and cost; rather than simply cost alone.

Employers actively involved in this effort, like those in LVBCH, can help re-engineer healthcare toward a sustainable system of population health management and improvement. The challenge for all of us involved in healthcare is to do better – better care, better health and lower cost.

## New Members: LVBCH Reaching New Heights!

Records are meant to be set--and broken--and for LVBCH that record is an all-time high membership. With the addition of our new members, the number of employees represented by LVBCH broke through the 100,000 mark. We are currently serving 179 companies (155 employers and 24 partners and associates) representing 114,379 employees and 263,072 covered lives.

We extend a warm welcome to our newest members and invite their full participation in LVBCH sponsored activities: ***Hospital Central Services, Inc., PSEA Health & Welfare Fund, Quadratus Construction Management, Inc., TFG Partners, LLC and Trans-Bridge Lines, Inc.***

## ValuePort™ Self-Assessment Tool Available to LVBCH Employers

LVBCH is pleased to offer our employer members access to **ValuePort™** -- a new online tool that can help answer the question -- How does my company compare to other employers in adopting value-driven health benefit practices?

ValuePort™ was developed by the National Business Coalition on Health (NBCH). Through a licensing agreement with NBCH, LVBCH is able to offer our employer members exclusive access to the ValuePort™ Self-Assessment Tool at no cost to our individual employers.



The **ValuePort™ Self-Assessment Tool** consists of a series of questions covering nine different topic areas. It takes about 30 minutes to complete. Immediately upon completing the assessment, the employer will receive a personalized **scoring summary** that highlights their company's strengths and opportunities in the nine topic areas. In addition, they will get an **aggregate ranking (gold, silver or bronze)** to help them understand how their company compares to other employers.

Click on the following link ([http://www.lvbch.com/lvbch\\_71\\_1\\_62\\_15\\_valueport-from-nbch.html](http://www.lvbch.com/lvbch_71_1_62_15_valueport-from-nbch.html)) to see a **Sample Scoring Summary** and to learn more about this valuable tool. We encourage our employer members to take advantage of this valuable opportunity to find out how their company compares to other employers in adopting value-driven health benefit practices.

## LVBCH Launches “Hero Campaign” to Help Members Save Money

LVBCH understands that pharmacy benefit options are complex. With multiple priorities, employers have little time to evaluate prescription plans. LVBCH has an important message for self-insured employers with more than 100 employees...

***PAYING EXCESSIVE PRESCRIPTION PLAN COSTS WASTES YOUR MONEY!***

Through the new “Hero Campaign”, LVBCH is encouraging these employers to contact us to find out how, through an exclusive arrangement with LVBCH, these employers could save up to 25 percent on a self-funded prescription drug plan from Express Scripts. LVBCH has hired an independent auditing firm to conduct an impartial analysis of what their company pays now and what they would pay with Express Scripts. We are so confident that switching their prescription plan to an LVBCH/Express Scripts plan will result in savings that LVBCH will pay for the analysis. To get more information about this new campaign, click the following link:

[http://www.lvbch.com/upload/file/Final\\_HERO\\_PDF\\_for\\_Website.pdf](http://www.lvbch.com/upload/file/Final_HERO_PDF_for_Website.pdf).



## New LVBCH Subcommittee to “Weigh-In” on Weight

### LVBCH Weight Management Sub-Committee Holds First Meeting

A newly formed sub-committee of the LVBCH Wellness committee met for the first time to tackle the problem of weight management on behalf of LVBCH employers. The group is interested in developing and promoting a weight management initiative to help employers with best-practices, models, and strategies for addressing this issue in their companies and ultimately the local communities. **Carol Michaels** (*Valley Preferred*) volunteered to lead the group, which includes representatives from several LVBCH employers including **Tara Sperandio** (*B Braun Medical Inc.*), **Mary Jo McNulty** (*Lehigh University*), **Jan Thomas** (*Mid-State Occupational Health Services, Inc.*) and **Betsy Batter** (*Olympus Corporation*). The first meeting was held on June 3<sup>rd</sup> at the Educational Conference Center at Lehigh Valley Hospital Network-Muhlenberg located in Bethlehem, PA.

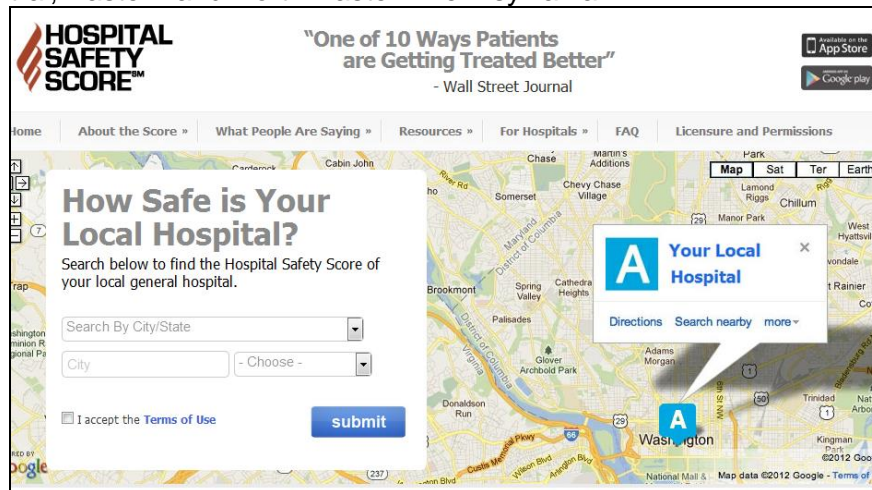
## Leapfrog Releases Hospital Safety Scores

### Regional Hospitals Score Well in Survey

LVBCH continues its efforts as a Leapfrog Regional Roll-out Organization by participating in the annual **Leapfrog Hospital Safety Score** program.



More than 2,500 U.S. general hospitals received updated **Hospital Safety Scores** based on their rate of infections, injuries and errors – the “A,” “B,” “C,” “D” or “F” grades were assigned by the nonprofit patient safety advocate, **The Leapfrog Group**, which represents employer purchasers of healthcare. Scores were assigned to 30 hospitals in Central, Eastern and North-Eastern Pennsylvania.



(Visit <http://www.hospitalsafetyscore.org/> to lookup your local hospital's safety score.)

Hospitals earning an “A” rating were: **Geisinger Community Medical Center, Geisinger Wyoming Valley, Holy Spirit Hospital, Lehigh Valley Hospital – Cedar Crest, Lehigh Valley Hospital – Muhlenberg, Moses Taylor Hospital, Reading Hospital, and St. Luke’s Quakertown Hospital**. This score is calculated under the guidance of Leapfrog’s Blue Ribbon Panel of patient safety experts. The Hospital Safety Score uses 28 measures of publicly available hospital safety data to produce a single score that represents a hospital’s overall performance in patient safety. Leapfrog’s Score is the only tool available today that focuses exclusively on errors, injuries and infections.

In stressing the importance of the Leapfrog Survey and patient safety, LVBCH president **Tom Croyle** commented, “We will continue to use the Hospital Safety Score in eastern and central Pennsylvania as a tool to educate employers and the public while working with physicians, nurses and other clinicians to improve patient safety. This also provides an opportunity for us to continue to work with our employer and purchaser members on contracting, value-based purchasing, benefits design and employee educational programs to spur further safety improvements in healthcare.”



## East Penn Manufacturing Wins LVB Health Care Hero Award

**Lehigh Valley Business** hosted the first ever Lehigh Valley Healthcare Heroes awards and breakfast at DeSales University, Center Valley. East Penn Manufacturing, Lyons, PA, was recognized with the Corporate Achievement award for its **“Primary Care Plus”** program designed to improve the health of its workforce. For East Penn, this is two in a row as last year it was the recipient of the “employer innovation award” at the 2013 LV BCH Annual Conference.

**Tom Croyle**, LV BCH president, was one of the judges and commented, *“I think this event really highlights the special people and groups that work to transform the healthcare system and am glad to be a part of it.”*

Click the following link (<http://www.lvb.com/article/20140403/LVB01/140409939>) to see more information about the program including photos.



## Featured Member: Mack Trucks, Inc.



Mack recently unveiled a redesign of its well-known bulldog logo; however, company executives assure legions of Mack admirers that the iconic hood ornament is **NOT** changing!

Mack is not only an integral part of the history of the Lehigh Valley but LV BCH as well. In 1980 when Ed Donley, CEO of Air Products, called together other CEOs to discuss the rapidly expanding healthcare system in the Valley and what could be done to respond to these challenges, Mack was at the table. Since then, Mack has been involved in Coalition

activities, ultimately being the driving force that spawned **“Community Choice,”** the first self-funded, purchasing efforts of the Coalition led by long-time Coalition board member Joe Huxta.

Mack also pioneered wellness programs for its employees, and in 2012 was recognized with the **“Employer Innovation Award”** at the Coalition’s Annual Conference. Mack Trucks has a storied history since its inception in 1900 and moving its corporate headquarters to the Lehigh Valley in 1905. Its trucks are known throughout the world, and its iconic bulldog came to symbolize toughness and superior workmanship. Today, Mack trucks are still assembled in Macungie, PA. We thank Mack for its support of the Coalition and look forward to another 100 years of working together!

(Picture of Joe Huxta from the 2012 LV BCH Annual Conference accepting the Employer Recognition Award on behalf of Volvo/Mack.)



## Eastern PA Healthcare Executives Network Program

LV BCH president **Tom Croyle**, moderated the panel discussion at the June meeting of the Eastern PA Healthcare Executives Network (EPAHEN) held at Brookside Country Club, Macungie. “Legislative and Health Law Update 2014: Current and Emerging Issue” was addressed by the panelists including: **Scott Bishop**, State Legislative Services, Hospital & Healthsystem Association of PA, **Laura Stevens Kent**, Federal Legislative Services, Hospital & Healthsystem Association of PA and **Joanne Judge**, Director of Healthcare Law Division, Stevens & Lee. EPAHEN features a legislative update every year at its June meeting. LV BCH is also a sponsor of EPAHEN events.

## 34<sup>th</sup> Annual Conference Program Sets New Records

**WOW! What an Event! Record Attendance! Record Sponsorship! Record Feedback!**

When the Education Committee began planning the 2014 Annual Conference, it focused on continuing the tradition of presenting outstanding program content for employers and associate provider members alike. Selecting the topic **“Strategies to Navigate a Health Care System in Transition”** certainly touched all the bases as changes wrought with the passage of the Affordable Care Act -- in addition to other challenges faced by consumers and providers -- is a field ripe for the picking. As a result, the groundwork was laid for a very successful event.

Apparently, the Committee was not alone in its thinking as the 2014 event set records for program content, attendance and sponsorship. DeSales University's University Center was the setting as nearly 200 registrants; two premier sponsors and 15 other vendors participated in this year's event. As usual for Coalition events, the program content was second to none as it featured major national speakers who addressed three critical stakeholders in the transitory health care system: consumers, providers and employers.

Opening the program was **John Santa, MD**, Director, *Consumer Reports Health Ratings Center*. Dr. Santa spoke about *Consumer Reports* program **“Choosing Wisely, Helping Healthcare Consumers Figure Out what To Do and Not To Do.”** As the name implies, *Choosing Wisely* is an initiative of the ABIM Foundation to help physicians and patients engage in conversations about the overuse of tests and procedures and support physician efforts to help patients make smart and effective care choices. The purpose of *Choosing Wisely* is to have consumers become more engaged in their care and take ownership, as they become true partners with healthcare providers.

Materials are prepared for consumers and providers so that each may focus on those activities that foster communication and understanding. Information on Dr. Santa's presentation is available at: [www.lvbch.com/upload/file/Final\\_Slides\\_Santa\\_LVBCH\\_2014\\_Annual\\_Conf.ppt](http://www.lvbch.com/upload/file/Final_Slides_Santa_LVBCH_2014_Annual_Conf.ppt). Employers can download the free **Choosing Wisely Toolkit** at: [www.lvbch.com/lvbch\\_26\\_1\\_52\\_15\\_choosing-wisely-employer-toolkit-from-nbch.html](http://www.lvbch.com/lvbch_26_1_52_15_choosing-wisely-employer-toolkit-from-nbch.html). Dr. Santa was sponsored by our friends at **BSI Corporate Benefits**.

Delivering the Keynote Address **“Making Health Care Work for Everyone: We're All in this Together”** was **Reed V. Tuckson, MD**, Managing Director, Tuckson Health Connections, LLC. Dr. Tuckson's enthusiastic approach encourages engagement on the part of both consumers and providers. An example of his program is healing stories where people describe how they maintain or regain their health. Being an innovator, Dr. Tuckson looks to engage health professionals in the debate, because as he says, we're all in this together. For more information on Dr. Tuckson and his programs, visit [www.tucksonhealthconnections.com](http://www.tucksonhealthconnections.com). We thank our premier sponsors **Capital BlueCross** and **Express Scripts** for sponsoring Dr. Tuckson.



Closing the program, and speaking to employer concerns, was **Laurie Brubaker**, President of Aetna's PA, DE and WV markets. Ms. Brubaker's address, **“The Healthy Company in a Healthier World”** struck a chord with employers because she touched on those issues that most affect employers and communities as the healthcare marketplace is changing. The core of her presentation is that developing a healthier company and community can be achieved but not without the concerted efforts of employers, communities and healthcare systems. We thank **Aetna** for sponsoring Ms. Brubaker's presentation. For more information on Ms. Brubaker's presentation, click the link below:

[www.lvbch.com/upload/file/Final\\_Slides\\_Brubaker\\_LVBCH\\_2014\\_Annual\\_Conf.pptx](http://www.lvbch.com/upload/file/Final_Slides_Brubaker_LVBCH_2014_Annual_Conf.pptx).



## Photo Gallery of 2014 Annual Conference



Networking is always popular with attendees at the Annual Conference



Welcoming remarks from LVBCH president Tom Croyle (L) and (R) Board Chairman Tim Hinkle (Lehigh University)





## 2014 Annual Conference Speakers



Dr. John Santa



Dr. Reed Tuckson



## Coalition Honors Employer Innovation & Health Plan Partner

### ESSROC and Capital BlueCross Recognized for Accomplishments

An integral part of the Annual Conference is the recognition of employers and our partner-vendors for the contributions they make to the success of the Coalition. We are pleased to recognize Essroc Cement Corporation and Capital BlueCross as the 2014 award recipients.



Accepting for their respective organizations were: (L) **Paul Chuckalovcak** (Director Compensation & Benefits for ESSROC) and (R) **Tracy Onorofsky** (Senior Vice President, Commercial Group Sales) and **Vicki Doule** for Capital BlueCross) accompanied by LVBCH Chairman **Tim Hinkle** (Lehigh University) and LVBCH president **Tom Croyle**. This marks the fifth consecutive year that LVBCH purchasing partners and employers were recognized at the Annual Conference.

## And the Winners Are.....!

No event is ever complete until the door prizes are awarded and this year's Annual Conference proved to be bountiful for those lucky enough to be winners. Once again, we thank our sponsors for their generous support of the 2014 Annual Conference and congratulations to all the winners. We trust you'll enjoy your prizes!

Sponsor	Prize	Winner
<b>Aetna</b>	Gift Bag and \$100.00 Gift Card to the Apollo Restaurant	Courtney Russell, City of Allentown
<b>Banyan Consulting</b>	Kindle Fire HD	Mary Jo McNulty, Lehigh University
<b>BSI Corporate Benefits</b>	4 Iron Pigs Tickets	Rosemary Szollas, St. Luke's
<b>Capital BlueCross</b>	Gift Bag with 6 Club Seats for the Iron Pigs and 4 Hershey Park Tickets	Kimberly Drey, Lehigh University
	Gift Bag of Health and Wellness Items	Grace Leayman, LSI Corporation
<b>Delta Dental</b>	Electronic Tooth Brush	Kathy Truby, Kids Peace
<b>Highmark Blue Shield</b>	Golf Bag, Balls and Umbrella	Nancy Spadt, Salisbury Township School District
<b>LVBCH</b>	Wine Basket	Connie Abercrombie, Allentown Parking Authority
<b>NVA</b>	\$50.00 Visa Gift Card	Tara Sperandio, B.Braun
<b>Populytics</b>	3 - \$50.00 Gift Card's to the Promenade Shops at Saucon Valley	Paul Chuckalovcak, Essroc Joe Bosche, IBH Kim Drey, Lehigh University
<b>United Concordia</b>	4 Tickets to the May 31 <sup>st</sup> Phillies Game, Phillies Hat & Shirt	Scott Jones, Warner Benefits
<b>UnitedHealthcare</b>	2 Lunch Packs with Back Packs	Tara Sperandio, B.Braun Mary Jo McNulty, Lehigh University
<b>Valley Preferred</b>	Wellness Gift Pack Valued @ \$300.00	Jessica Faesel, Capital BlueCross

## How did we do?

**We asked for feedback on the Annual Conference and boy did we get it! Here's just a sampling:**

► Upon my return to the office, I accessed the Choosing Wisely Campaign Dr. Santa alluded to in his presentation. It is a great resource to encourage open dialog between patient and the PCP ► Dr. Tuckson was amazing, his information was right on par with the current trends in healthcare and he presented it in a way that was both inspiring and motivational! ► Laurie Brubaker presented a nice overview ► Overall, great speakers with relevant topics. Tons of helpful stats for me to do my job ► The speakers were all discussing the same topic but from differing viewpoints. I appreciate that it was focused without being redundant ► Good location and networking opportunities ► The information gathered from different sources and the possibility that by using this information we may be able to make changes to our thinking to help guide our employees to take charge of their health and their decisions ► I always enjoy a good discussion about ways to improve healthcare costs. The speakers went in depth on some topics that we tend to normally stay high level on ► 98 percent of attendees rated the event **Very Good to Excellent!**



## Dr. Santa's Program Resonates with Hospitals

St. Luke's University Health Network (SLUHN) is among a growing number of hospital systems that are incorporating the principles of **Choosing Wisely** into their clinical practices. "St. Luke's uses the Choosing Wisely website as a source of evidence-based clinical practice recommendations when we develop and revise our clinical practice guidelines. The website is easy to use and is updated on an ongoing basis" according to **Donna Sabol**, RN, MSN, CPHQ, VP Chief Quality Officer, SLUHN. Donna is also a member of the LVBCH Healthcare Quality Committee.



## Violence in the Workplace: Topic of April 4<sup>th</sup> Employer Forum

Given the proclivity for violence in today's society, what was once unthinkable, has now become all too familiar as organizations seek solutions for dealing with situations before they escalate to violence. Such was the topic of April's Employer Forum, "**Addressing the Unthinkable: Violence in the Workplace**," held at Lehigh University's Iacocca Hall and attended by some 70 LVBCH members. On hand to welcome attendees was LVBCH Chairman **Tim Hinkle** (Lehigh University) along with Education Committee chair **Jeannine O'Callaghan** (CF Martin) and Wellness Committee chair **Maggie Mente** (FLSmith).



Opening the presentation was **Sergeant Chris Houtz**, Investigations Unit Supervisor, Lehigh University who presented the "Active Shooter" program that included a showing of the "**Shots Fired on Campus**" video. This exercise teaches employees how to be alert to suspicious activities and what to do if actual shooting occurs. According to the presentation, taking the proper actions in the initial minutes of an event can save lives and avoid a tragedy. In addition to his presentation, Sgt.

Houtz also displayed some of the tools of the trade used by security officers to protect themselves and enable them to deal with the situation as it unfolds. For more information on "**Shots Fired on Campus**", click the following link: <http://shotsfiredvdoncampus.cpps.com/>

The second part of the program included a presentation by **Sam Mayhugh, PhD** and **Eric Gustafson, PsyD** both of Integrated Behavioral Health (IBH) a Coalition partner-vendor. Drs. Mayhugh and Gustafson spoke on "**Detecting, Preventing and Responding to Violence in the Workplace**." They reviewed the types of personalities that are more likely to engage in violence and how to know the warning signs so each situation can be dealt with in an expeditious and safe manner.



Apparently, this topic resonated with attendees as evidenced by some of the feedback we received including: ► *A lot of good information was provided, and I like that the video is available online so that I may show employees. Also the suggestion to request a security survey from our local police department was wonderful* ► *Thought provoking presentation providing great information in preparing the workforce in the event of an active shooter* ► *Wonderful presentation by Dr. Mayhugh and Dr. Gustafson providing extremely helpful de-escalation techniques as well as resources for developing programs and policies related to violence prevention* ► *Information went above and beyond what I was expecting, especially the checklists and policy suggestions in the back of the handout, which I can use to present to our management team.*

We also thank Lehigh University for hosting this Employer Forum, especially **Mary Jo McNulty** (Lehigh University), a member of the Wellness Committee, who suggested the program topic and was integral in putting the program together. And, we thank everyone for attending and helping to make this program a huge success.

## Lehigh University Hosts Healthcare Symposium

### “Innovations in Healthcare Delivery Systems”

LVBCH and two Lehigh University departments combined forces to present a symposium on the fast-paced field of medical technology, exploring both the opportunities and challenges it presents. The **Department of Industrial and Systems Engineering** and the **Department of Healthcare Systems Engineering** provided the backdrop for the event held in the Wood Dining Room, Iacocca Hall at Lehigh's Mountaintop Campus.

The healthcare system needs professionals fully versed in the changes wrought by the introduction of new technology and how these innovations affect the care provided. Lehigh University is on the cutting edge of educating healthcare workers and has developed a master's level program in *Healthcare System Engineering* to meet the challenges of an ever-changing technological frontier.



There were two panel discussions where many of the challenges and opportunities facing healthcare professions were examined and explored with attendees. Each panel ended with a Q&A session. The first panel discussion “**Quality of Healthcare Delivery**” was moderated by **Tom Croyle**, LVBCH president and included panelists: **Andrew Bloschichak, M.D., MBA** - Senior Medical Director, Provider Strategy and Integration, Highmark, Inc.; **Donna Sabol, RN, MSN**, - Vice President and Chief Quality Officer, St. Luke's University Health Network; **Denise Harr, M.D** - Medical Director at Capital BlueCross; **Mark Wendling, M.D.** - Family Physician, Lehigh Valley Health Network.

The second panel discussion “**Informatics and Technology in Healthcare Delivery**” was moderated by **Tom Huntzinger**, Vice President of Emerson, Reid & Company and included panelists: **Deb Halkins** - Director, Management Engineering; **Henry F. Korth** - Professor of Computer Science and Engineering, Lehigh University; **Dale Lucht** - Senior Executive, Lehigh Valley Hospital and Health Network; **Mostafa Wali** - Senior Director, Risk Management Center of Excellence, Global Pharmacovigilance & Epidemiology Sanofi.

We thank Lehigh University for its generous contributions and support of this program. We also thank the panelists for their participation and involvement in the program.

## HR Summit: Greater Reading Chamber of Commerce



LVBCH participated in the Greater Reading Chamber of Commerce & Industry's HR Summit: “**The 3 P's of HR: PEOPLE, PROCESS, POLICY.**” As an exhibitor, LVBCH interacted with employers from the greater Reading and Berks County areas. Health plan partner *Capital BlueCross* was a major sponsor of the event held in conjunction with the **Society for Human Resources Management (SHRM)**.

In addition to networking opportunities, the event also consisted of workshops including: Motivation and Engagement - An Inside Job; Basic Tutorial of Military Terms and Procedures: What HR Professionals Don't Know; Violence in the Workplace; How to get the right ones in the right seats - and keep them there; Managing the Financial Impact of Workers' Compensation; Wage & Hour; Jumpstart Your Leadership; Compensation: Planning and Developing Salary Grades; Best Practice: Wellness and HR; Business Continuity Plan / Preparing. This is just another example of the relationship LVBCH has with the Greater Reading Chamber of Commerce & Industry and employers in Berks County.



## Capital BlueCross Hosts LVBCH Client Meeting at Retail Store

Client meetings, such as the one held by health plan partner Capital BlueCross at its retail store at the Promenade Shops in Saucon Valley, provide our members with important information. It's an opportunity for employers to learn how they are doing in terms of medical care usage and expenditures. At the same time, employers learn valuable information on trends in healthcare and how these might impact their employees and what they can do to help their employees make smarter decisions when it comes to healthcare. The team from Capital BlueCross is always ready, willing and able to respond to requests from our employers.



Attending the session were representatives from the following LVBCH employer members: B Braun Medical Inc., Crayola, East Penn Manufacturing, Essroc, KidsPeace, Lehigh University and Volvo/Mack Trucks.

## ESSROC & Capital BlueCross Participate in World Safety Day

**ESSROC Cement Corporation** and a team from **Capital BlueCross** joined forces for a recent **World Safety Day** event held at the Capital Retail Store in the Promenade Shops in Saucon Valley. The event was an opportunity for ESSROC employees to learn the “ins and outs” of maintaining good health through proper eating, exercise, screening and safety on the job. **Paul Chuckalovcak**, Essroc's Director of Compensation & Benefits and an LVBCH board member coordinated the event with the team from Capital BlueCross. Throughout the day, employees were bused-in and participated in the various information stations. This is just another example of the value-added benefits of being a member of the Coalition.





## LVBCH Exhibits at Populytics & Valley Preferred Event in June



LVBCH participated as an exhibitor at an educational event targeted at employers and brokers that was sponsored by Populytics and Valley Preferred. The event was held at the ArtsQuest Center at SteelStacks on June 11<sup>th</sup>. Employers learned how Population Health Management can benefit their company and their employees. Brokers learned about self-funding insurance options and earned continuing education credits.

Pictured at the LVBCH display table are (L-R) **Wendy Manarino** (LVBCH), **Tom Croyle** (LVBCH), **Elissa Pape** (Valley Preferred) and **Jo Ann Sofka** (Populytics).

## Upcoming LVBCH Events

Date & Time	Location	Topic	Sponsor	Other Information
<b>June 26, 2014</b> Thursday 8:00-10:00 am	<a href="#">Glasbern Inn Lodge</a>	Help your clients Save up to 25% on Prescription Plan Costs	<a href="#">Express Scripts</a>	This is a Broker only event. You MUST register to attend. Registration Deadline: 6/18/14. For more information, <a href="#">please click here</a> .
<b>July 18, 2014</b> Friday 8:30–10:30 am	<a href="#">Center for Orthopedic Medicine - LVHN</a>	LVBCH Board Tour and Meeting with LVHN	<a href="#">Populytics &amp; Valley Preferred</a>	This event is for LVBCH Board Members only. RSVP to Wendy Manarino ( <a href="mailto:wmanarino@LVBCH.com">wmanarino@LVBCH.com</a> )
<b>August 14, 2014</b> Thursday 8:30-11:00 am	<a href="#">Glasbern Inn Lodge</a>	The Mouth is the Missing Piece: How Dental Treatment for Chronic Disease Can Improve Health and Save Money	<a href="#">United Concordia Dental</a>	This is an Employer only event. You MUST register to attend. Invitations will be mailed the last week of June.
<b>Sept 21, 2014</b> Sunday 8:30-12:00 noon	<a href="#">Northampton County Community College</a>	<a href="#">Heart Association Walk – Lehigh Valley</a>	<a href="#">American Heart Association</a>	LVBCH is a sponsor of this event and will have an exhibit table. All members are invited to participate.
<b>Oct 19, 2014</b> Sunday 8:30-12:00 noon	<a href="#">Blue Marsh Lake, Leesport</a>	<a href="#">Heart Association Walk – Berks County</a>	<a href="#">American Heart Association</a>	LVBCH is a sponsor of this event and will have an exhibit table. All members are invited to participate.
<b>Oct 30, 2014</b> Thursday 11:30 am–2:00 pm	<a href="#">Glasbern Inn Lodge</a>	Benefit Design in the Post-ACA Environment	<a href="#">Merck</a>	You MUST register to attend. Invitations will be mailed in early-September.

For more information about LVBCH events, visit our website: [http://www.lvbch.com/lvbch\\_8\\_1\\_13\\_0\\_2014-events.html](http://www.lvbch.com/lvbch_8_1_13_0_2014-events.html)

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

AFFILIATED MEMBERS:

