

President's Message by Tom Croyle

As we wind down another highly successful year, it's a good place to take some time to reflect on all that has occurred in the past year.

The most significant milestone is the strong growth in the number of employees represented by our LVBCH employers. Our employers represent more than 122,000 employees which translates into roughly 281,000 covered lives. These are the type of numbers that give LVBCH the ability to have considerable influence in our health care market.



More importantly, our growth presents us with opportunities to engage the healthcare system and present our employers' views regarding the cost and quality of health care services. I was encouraged this past year by serious discussions with our local health systems' leadership regarding the evolving changes and challenges to health care and look forward to working with them in 2015.

Working with our health plan partners to provide value-based programs specifically for LVBCH employers, I expect our membership growth to continue in 2015. Our partners have committed to provide aggressive, competitively priced benefit products and service options for current as well as future LVBCH members through 2015 and beyond. We will again be participating in eValue8™ health plan performance assessment of our regional health plans in 2015 to ensure that our health plan partners continue to improve in areas such as chronic disease management, health promotion and effectively managing your health care dollars.

A proud moment this past November was presenting East Penn Manufacturing the National Business Coalition on Health's Employer Excellence Award at NBCH's annual conference in Washington. NBCH recognized the collaborative efforts of Bob Johnston and East Penn for their work with Reading Health System and Capital Blue Cross to improve health care delivery for East Penn employees and the community in the Greater Reading and Berks County area. It was the second year that LVBCH has received national recognition after receiving last year's NBCH Value-Based Purchasing Membership Award.

To be truly effective in addressing the health care needs of our members requires data and data analysis. In 2015, we hope to take advantage of an exciting opportunity to enhance the data capabilities of the Coalition as well as for our individual employer members.

Finally, we are well into putting together what we hope will be an exciting program of nationally renowned speakers to help us celebrate our 35th Annual Conference on Friday, May 8, 2015 at DeSales University.

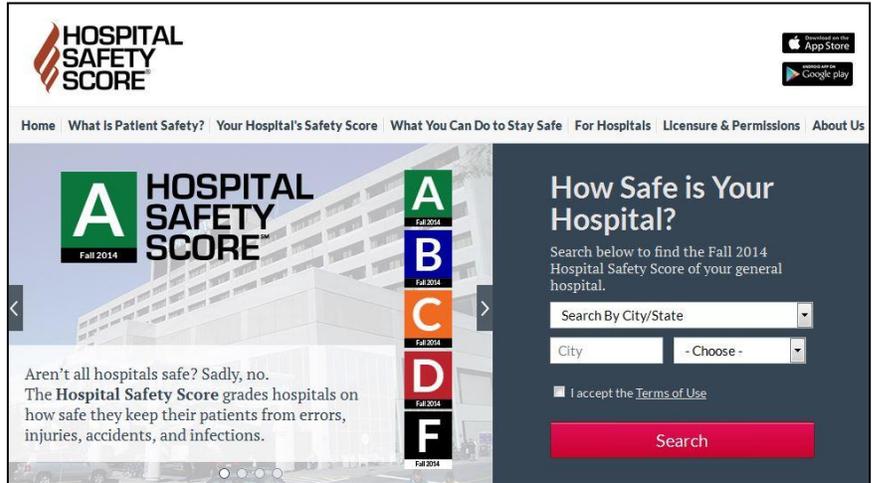
So as another highly successful year winds down and look forward to exciting opportunities in 2015, we wish everyone a joyful holiday season and a safe, healthy and happy new year.

Leapfrog Hospital Safety Scores

It's that time of the year, when The Leapfrog Group releases its annual report on hospital safety scores. The Hospital Safety Score is a letter grade (A, B, C, D, or F) that is calculated by top patient safety experts, peer-reviewed, fully transparent and free to the public. The scores help consumers make smarter choices in their personal health care. Obviously, the goal of any hospital is to score an "A" indicating a high degree of patient safety. The Scores are based on preventable: infections, injuries and errors, and grades were assigned to 35 hospitals throughout eastern and central Pennsylvania, with 12 receiving an 'A', the highest letter grade.

Leapfrog determines a letter grade for more than 2500 general hospitals across the country.

We are proud to announce that hospitals in our area receiving an "A" are: **Lehigh Valley Hospital - Allentown, Lehigh Valley Hospital - Muhlenberg, St. Luke's - Allentown, and St. Luke's – Bethlehem.** We applaud them for demonstrating they have made the well-being of their patients a top priority and the focus of the care they provide. For more information visit www.hospitalsafetyscore.org.



Choosing Wisely® Factsheet for Employees & Their Families

Too many people fail to ask their doctor enough questions about their conditions resulting in many missed learning opportunities. However, using this handy reference guide you and your family can get the information you need to begin the conversation. This is even more important in today's medical practice since some physicians are hurried and have limited time to spend with patients.

A graphic for the 'Choosing Wisely' factsheet. It features three logos at the top: 'Choosing Wisely' (An initiative of the ABIM Foundation), 'Consumer Reports Health', and 'NBCH National Business Coalition on Health'. Below the logos, the text reads: '5 QUESTIONS to Ask Your Doctor Before You Get Any Test, Treatment, or Procedure'.

The more you ask, the more you'll know about your condition. You'll find what you need by reading "**Choosing Wisely-5 Questions to Ask Your Doctor**". To access this document, simply [click here](#).

East Penn Mfg. Garners Employer Innovation Award from NBCH

East Penn Manufacturing (Lyons Station, PA) was the recipient of this year's **Employer Innovation Award** from the National Business Coalition on Health (NBCH) for its collaborative efforts with **Reading Health System, Capital BlueCross** and **Banyan Consulting** to develop the **Primary Care Plus™** program.



Primary Care Plus™ is the Reading Health System's new approach to primary care which focuses on improved quality of care through prevention and clinically integrated services. East Penn employees and their family members---enrolled in the Capital BlueCross HMO---who selects a Reading Health System Primary Care Physician benefit from an enhanced level of services. Banyan Consulting provides data analytics that will help measure the effectiveness of Primary Care Plus and identify opportunities to improve patient health.

Pictured left to right: Chuck Smithers (NBCH), Dawn Dreibelbis (Reading Health System), Vicki Doule (Capital BlueCross), Rick Jones (Capstone Health Consulting), Bob Johnston (East Penn), Tom Croyle (LVBCH), Cheryl DeMars (NBCH) and Scott Fair (First Niagara/Banyan Consulting).

Volvo Group North America Earns Top Honors for Wellness Program

Volvo Group North America was recognized for its "**Health for Life**" employee wellness program. Capital BlueCross presented LVBCH member Volvo Group, which includes Mack Trucks, with top honors in its annual Worksite Wellness Awards program. A cash prize worth \$50,000 was included with the award and will be used to expand on the Health for Life programs at the Volvo Group's U.S. sites, which include Macungie and Allentown, both in Pennsylvania.

"These winning companies show incredible commitment to improving the culture of health in the workplace, and providing their employees with the necessary resources to lead healthier lives," said **Tracy Onorofsky**, Capital BlueCross senior vice president of commercial group sales.

"Our program is very comprehensive and includes fitness centers, annual health risk assessment surveys, annual health screenings, nutrition and exercise programs," said **Joe Huxta**, Volvo Group manager of health care strategy for North America. *"Our employees also have access to seminars on a variety of topics important to their health, including stress management and prevention of diabetes and stroke."*

The award from Capital BlueCross isn't the first recognition for Volvo Group's wellness programs. In 2010, Volvo Group received the C. Everett Koop National Health Award, and was among only 63 companies nationally to be named Best Employers of Healthy Lifestyles by the National Business Group on Health in 2009.



Pictured left to right: Angela Moreno, Program Coordinator (StayWell), Joe Huxta, Manager Health Care Strategy (Volvo/Mack Trucks) Aldo Cipriotti, Program Manager (StayWell),

Wellness Engagement Workshop



Lehigh Valley Hospital Muhlenberg was the setting as Certified and Master Certified Health Education Specialists from **Valley Preferred's BeneFIT Corporate Wellness Team** facilitated the event. The goals of the session were: Defining engagement in your company's wellness program; Assessing cultural elements that contribute to overall engagement; Simple steps to help your company get out or stay out of an engagement rut; Tools to implement engaging wellness initiatives with measureable outcomes in the future. Conducting the session were: **Carol Michaels MPH, MCHES, Kristin Behler, MPH, MCHES, Amanda Greene, BS, CHES, Sarah Engler, CHES and Eileen Fallis, Sr. Client Solutions Specialist.**

October Roundtable Features Value-Based Insurance Design

While the **Affordable Care Act** "aka" Obamacare may cause consternation among some segments of the population; employers have no choice, they must be prepared for the reality of the changes brought about by its passage. One area of particular concern to employers is the impact it is having on employee benefits and how best to meet these challenges.



The featured speaker at the October Roundtable that was sponsored by **Merck** and held at the Glasbern Inn, was **Mark Fendrick, MD, Director of the University of Michigan Center for Value-Based Insurance Design (VBID)**. He effectively addressed these concerns and shared his recommendations for employers to consider as they restructure their health plans.

Dr. Fendrick is considered the "father of *Value-Based Insurance Design*" which seeks to shift the paradigm of insurance from just paying for healthcare to paying for healthcare which produces the best outcomes for employees. To achieve these results, employers and their health plans must restructure their plans to put more

emphasis on the economics of healthcare and enable employees to easily access the best possible care. This means removing economic barriers such as deductibles, co-pays and co-insurance. VBID plans enable employees to benefit from the most effective treatments while getting the most for their medical dollars. For more information on VBID, visit www.vbidhealth.com

Express Scripts Mid-Year Client Review Meeting

The Glasbern Inn was the setting for the October *Express Scripts, Inc.* mid-year client review of PBM performance. An essential element of our purchasing programs is the ability to meet with our partner-vendors to discuss program performance.

Employers need to know how they are doing individually as well as collectively on prescription drug spending to understand how effectively their benefit dollars are being spent.



This is the role of the client meeting where each employer receives an individual report of their company's utilization and spending trend. In addition to receiving individual and aggregate data on company performance, the reports also compare the Coalition to similar sized employers to determine national and regional trends in pharmaceutical spending.

These sessions enable employers to examine metrics like total spending, average prescription expenses, number of prescriptions per employee and the all-important, and growing, specialty pharmacy services. This last category is where most of the growth is occurring especially for conditions like Alzheimer's; Diabetes; Hypertension; High Cholesterol; and Obesity. It is estimated that by 2016 specialty pharmacy will account for some 20 percent of pharmaceutical spending by employer's health plans.

The Express Scripts team conducting the session included: **Kelli Sims-Dorsey** – Account Executive; **Ken Miller** – Clinical Account Executive; **Mark Kollar** - Account Manager; **Meghan Winegrad** - Director, Health Decision Science; **Matthew Gehrin** - Project Manager Coalition Relations; **Tom Lyle** - Director, Account Management Services. Keeping abreast of these developments enables employers to better manage their prescription dollars and provide better overall healthcare for their employees.

Capital BlueCross Conducts Client Meeting

The *Capital BlueCross* quarterly client meeting was held at East Penn Manufacturing and featured a program touching on crucial issues such as: **Weight Management Initiatives**; **FSA/HSA Update** and a **Health Care Reform Discussion**.



The Capital team included: **Heather Tressler**, Health Management Implementation Specialist; who discussed various employee wellness and weight management programs available to CBC clients; **Stacey Stewart**, Senior Sales Administration Consultant; who explained how employers can manage their employee spending accounts (FSA, HSA and HRA) through a third party vendor named *Benefit Wallet* (one of the nation's largest and most experienced HSA providers.); and **Ben Faesel** (L), Senior Manager Health Care Reform Implementation; who led a discussion on the Affordable Care Act and answered questions from LVBCH employers on various Health Care Reform related topics. These sessions

not only keep employers abreast of critical health-related issues but also provide information on the many support services available through their Capital BlueCross health plan coverage.

Coalition Community Involvement

The Coalition always strives to put *“its best foot forward”* and that philosophy was on full display when a team from LVBCH joined forces with partners National Vision Administrators (NVA) and Capital BlueCross (CBC) to support the **American Heart Association’s Heart & Stroke Walks**. As the American Heart Association’s biggest fundraiser, the heart & stroke walks raise money for critical research and education to fight these deadly diseases. LVBCH was a proud sponsor of the Lehigh Valley walk (held at Northampton County College in Bethlehem, PA) and the Berks County walk (held at Blue Marsh Lake in Leesport, PA). The Coalition fully embraces being engaged with the communities it serves.



Lehigh Valley Walk



Berks County Walk

Pictured above at the **Lehigh Valley** Event: Front Row (L-R): **Sean Madera** (CBC), **Tarra Peterson** (NVA), **Wendy Manarino** (LVBCH), **Rachel Burger** (LVBCH) Back Row (L-R): **Brian Paugh** (CBC), **Richard Migash** (CBC), **Ben Doule**, **Vicki Doule** (CBC), **Tom Croyle** (LVBCH), **Millie Monaco** (NVA), **Gary Calaman** (NVA) and **Kevin Filippelli** (NVA).

Pictured above at the **Berks County** event from L-R: **Sean Madara** (CBC), **Tracy Onorofsky** (CBC), **Wendy Manarino** (LVBCH), **Tom Croyle** (LVBCH), **Rachel Burger** (LVBCH), **Damien, Allison & Liam Golden** (CBC), **Jessica & Ben Faesel** (CBC)

HR Summit: Greater Reading Chamber of Commerce



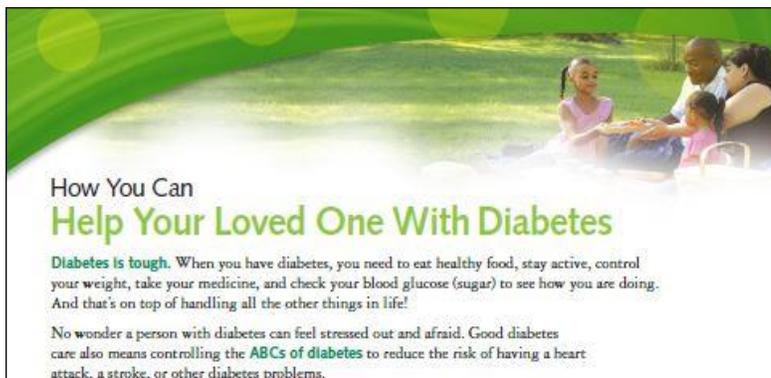
In November, LVBCH participated as an exhibitor at the Greater Reading Chamber of Commerce & Industry’s HR Summit: **“HR TRAPS DON’T GET CAUGHT.”** The event attracted more than 130 attendees representing small businesses from the greater Reading and Berks County areas. Health plan partner *Capital BlueCross* 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 targeted at the small business market. Some of the sessions included: Complying with Healthcare Reform in 2014-2015;

The Affordable Care Act –Pros and Cons of Group vs. Individual Coverage; and Signs and symptoms of drug and alcohol abuse in the workplace. Pictured above (L-R) are **Rachel Burger** (LVBCH) and **Linda Devlin** (United Concordia Dental) interacting with attendees at the LVBCH table.

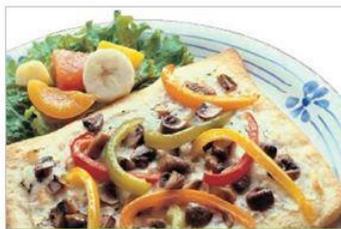
Diabetes Information from LVBCH & Sanofi

You want the best for your loved ones with diabetes-whether they are family members or friends. Maybe you are looking for ways to ease the pressure your mother or father feels. Or maybe you would like to help your spouse take better control of their diabetes. It's a hard disease to handle alone. You can make a big difference in how well your loved one copes with diabetes.



LVBCH and Sanofi are pleased to provide a two-page factsheet that includes the ABC's of diabetes as well as 4 tips on how to help your loved one with diabetes. Learn what you can do to be supportive of family members who have this condition. To access the factsheet, simply [click here](#). Please visit our website to get more information about diabetes, insulin, blood glucose monitoring, A1C testing and more. [Learn More](#)

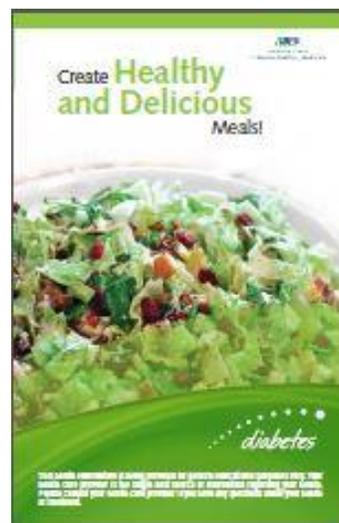
Recipes for Healthy & Delicious Meals from LVBCH & Sanofi



Everyone benefits from healthy eating. Eating a well-balanced diet is an essential part of taking better care of yourself. A healthy diet is one that is high in nutrients with a moderate number of calories per serving. People with diabetes have the same nutritional needs as anyone else. Having diabetes should not prevent you or your loved one from enjoying a wide variety of foods. It takes some planning, but you can fit your favorite foods into your meal plan and still manage diabetes.

LVBCH and Sanofi are pleased to provide members with a 32-page cookbook that will help you create healthy and delicious meals for you and your family. It includes more than a dozen healthy recipes including the five pictured above: Vegetable Stew, Macaroni & Cheese, Two-Cheese Pizza and Spanish Omelets. To access the FREE recipes, simply [click here](#).

Please visit our website to get more information about managing diabetes with good nutrition and healthy eating. [Learn More](#)



Winners Announced for Capital BlueCross's Search and Save Contest!

Capital BlueCross recently launched an exclusive campaign for employees of LVBCH employers to help them save money on health care costs—and win an iPad Mini! The *Search, Save, Win!* campaign kicked off in October to encourage LVBCH health care consumers to use the cost estimator tool in Capital BlueCross Search & Save Center. This unique feature lets members compare costs of more than 100 treatments and procedures across network doctors and hospitals. The tool also accounts for each customer's benefits and includes member out-of-pocket responsibilities when calculating estimates.

Congratulations to the October winner of the Search, Save Win! Contest: **Lester Ettl from PPL** and the November winner: **Iveta S McGurty from Lehigh University**.



Capital BLUE 

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When members use the cost estimator they are automatically entered into a monthly drawing, in which the winner is presented an iPad Mini. While October and November leg of the campaign is completed, *Search, Save, Win!* continues through the end of the year, and another winners will be drawn for December. For full details, visit capbluecross.com/LVBCHsearchsavewin. Please encourage your employees to participate!

Better Health. Guaranteed® from Cigna

Cigna believes that doing one thing is key to achieving sustainable health care costs for employers and for their employees. That one thing? Improve health.



LVBCH members have a long-standing commitment to health care quality improvement and to purchasing decisions that also emphasize quality and value. That's why we want to share information about Cigna's **Better Health. Guaranteed® program** with LVBCH members. This program gives employers with 250 or more employees a guide to creating a lasting corporate culture of health and well-being. The early identification of health risks -- coupled with awareness and education -- can empower your employees to use the services available through their benefits plan to lower their health risks. A catalyst for lasting change is formed when these actions are embraced by a corporate culture that values and reinforces healthy behaviors.

It's a strategy used successfully by many of Cigna's clients here in the Mid-Atlantic region and across the country, and it offers a medical cost trend guarantee. Together with Cigna, employers are creating cultures of well-being that drive improved health and can result in sustainable lower costs. All Cigna products and services are provided exclusively by or through operating subsidiaries of Cigna Corporation. To learn more about Cigna's culture of health programs, please contact Bill Vogelpohl, Cigna Sales Vice President at 410.884.2538 or via email at William.Vogelpohl@Cigna.com.

Published United Concordia Oral Health Study Shows Cost Savings Possible by Treating and Managing Gum Disease

The American Journal of Preventive Medicine (AJPM) published a study from **United Concordia Dental** that shows reduced hospitalizations and health care costs are possible when individuals with certain chronic conditions or who are pregnant receive and maintain treatment for gum disease.

"We're excited that our findings have been published by the AJPM. This means the validity of our study is being supported by the scientific community and that's good news for everyone," said **James Bramson**, D.D.S., Chief Dental Officer (R).

The study found that treating gum disease was associated with statistically significant decreases in annual medical costs of 40.2 percent, or \$2,840 per year in diabetic patients; 40.9 percent of \$5,681 for those with stroke; 10.7 percent or \$1,090 for those with heart disease; and 73.7 percent or \$2,433 for women who became pregnant. Additionally, hospitalizations decreased by 39.4 percent, 21.2 percent and 28.6 percent in patients with type 2 diabetes, stroke and heart disease, respectively.

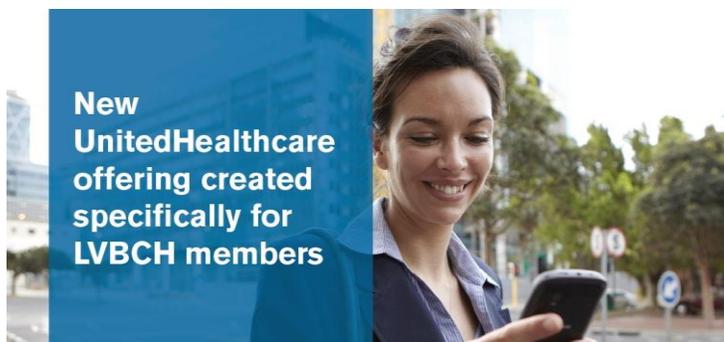


**UNITED CONCORDIA®
DENTAL**
Protecting More Than Just Your Smile™

I'm pleased that the American Journal of Preventive Medicine has decided to publish the study I've conducted with United Concordia Dental and Highmark Inc.," said Dr. Jeffcoat, lead researcher of the study. "This study shows reduced hospitalizations and health care costs are possible when individuals with gum disease and at least one chronic condition or who are pregnant receive treatment for their gum disease. Having the study peer-reviewed speaks to the importance of the findings and the credibility of our work." To learn more about United Concordia, visit their website: www.unitedconcordia.com

LVBCH Endorses UnitedHealthcare Self-Insured Plan

LVBCH is pleased to announce that employer members now have access to a new, competitively priced, self-insured platform of employee health benefits from UnitedHealthcare. By working together, LVBCH and



UnitedHealthcare designed an all-inclusive benefits package that covers: medical services; pharmacy services; behavioral health; wellness; member support tools; Nurse-Line services; and wellness dollars. The package also includes a national network of health care professionals and hospital systems. To read the entire news release, [click here](#).

For more information on the newly endorsed plan, click the following link to read a [1-page flyer](#). To learn more about UnitedHealthcare, click the following link to access a brochure titled "[Your guide to UnitedHealthcare](#)". Employers interested in learning more about this exclusive UnitedHealthcare self-insured plan should contact their broker or UnitedHealthcare at 877-856-3625.

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:

- ❖ **Corporate Synergies**
- ❖ **Lancaster-Lebanon Intermediate Unit 13**
- ❖ **Lehigh and Northampton Transportation Authority (LANta)**
- ❖ **Lehigh Valley Health Network**
- ❖ **National Penn Bancshares, Inc.**
- ❖ **Ortho Clinical Diagnostics**
- ❖ **Salukas & White Contracting Inc.**
- ❖ **Service Tire Truck Centers**
- ❖ **Victaulic**

Upcoming Events

- ❖ **May 8, 2015** **LVBCH 35th Annual Conference**
[DeSales University, University Center Building](#)
2755 Station Ave., Center Valley, PA 18034

Happy Holidays from LVBCH

We wish you health and happiness this Holiday Season and prosperity in the New Year. We value our relationship and thank you for being a member of our organization. We look forward to continuing our partnership in the coming year. All the best to you, your family, and your organization!



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AFFILIATED MEMBERS:

