

## *President's Message by Tom Croyle*



As you probably know or will read on the next page, I have decided to step down as President of LVBCCH. I am extremely grateful for the opportunity to be part of this organization and to have played a part in LVBCCH's success. For me, it's a time to explore new opportunities and spend more time with my wonderful wife and family.

I became involved in the Coalition as an employer representative, then a committee member, next Board member and Chair. After Kitty Gallagher passed away, I was hired as President. I have always believed in the Coalition's ability to deliver value, but was told by a number of people that the Coalition was "the best kept secret" in the Lehigh Valley.

Today, people know that our purchasing programs save Coalition employers millions of dollars every year. Our educational events are well-known for their quality and content. Just as significantly, we have strengthened the Coalition by:

- Extending our membership base locally as well as beyond the Lehigh Valley.
- Attaining credibility and national recognition for our organization.
- Developing meaningful and collaborative relationships with the health care community throughout the region.

The fact is – healthcare costs too much. Healthcare quality isn't always equivalent to the price we pay. Health systems and insurers continue to get bigger. The mayhem from Washington certainly complicates matters. Too many employers believe our healthcare challenges are too big and too complex for them to feel they can have an impact.

You have shown that committed and engaged employers can have an impact, but you can't stand still. The Coalition needs to continue to grow. More employer voices need to be heard, not just a few.

As I step away, I want to express my sincere thanks to Mike Donio, Erica Solivan, Rachel Burger and Wendy Manarino for all their help and support over the years. People always ask how our Coalition is able to do so much with such a small staff. We rely on our partners, and I'll be the first to say that we are extremely fortunate to work with such talented, hard-working people.

For the first time in about 20 years I will not be a part of the Coalition. Thanks for all the good wishes and kind words. I will miss coming to the office, beautiful downtown Bethlehem, working with Rachel and Wendy plus all of you who have been involved with the Coalition over the years.

Please know that I have thoroughly enjoyed the past seven plus years. I wish only the best for the Coalition and all of you. I am going to reserve this space in next month's News Notes to introduce your new President.

## New Members

### Welcome New LVBCH Member

We extend a warm welcome to the following new member of the Coalition and encourage them to become active in Coalition activities:

❖ **MCS Industries Inc.**

## Coalition Happenings

### LVBCH President Tom Coyle Announces His Retirement



**Tom Coyle**, who has successfully led LVBCH as President since 2010, plans to retire as of July 1. Under Tom's leadership, the Coalition grew membership to a level that afforded LVBCH the ability to have serious discussions with various healthcare systems regarding cost and quality. He also positioned the organization for future growth and created a visible presence not only in the communities we serve but nationally through relationships he has built with other coalitions, providers and vendors.

A committee comprised of LVBCH Board members is leading the search for Tom's replacement and is committed to filling this position with an individual who will continue the important work initiated by Tom and his team. The incoming President will continue to be responsible for the overall leadership and direction of the organization, as well as assure its sustainability well into the future. The recruitment process is already underway and the goal is to have the new President on board by the beginning of summer 2017. Please join us in wishing Tom good health and happiness as he enters this next phase of his life.

### LVBCH Bids Paul Chuckalovcak a Fond Farewell

April Fool's Day is no joking matter for **Paul Chuckalovcak**, Director of Compensation and Benefits for Essroc Cement Corp/Lehigh Hanson, headquartered in Nazareth. It is the first day of trout season. It was the day he returned home from Viet Nam 46 years ago. And this year, it will be the day he retires from Essroc Cement Corp/Lehigh Hanson and the LVBCH Board.

Paul graduated from the University of Pittsburgh at Johnstown with a bachelor's degree in economics. He has more than 30 years of experience in all areas of human resources including employee benefits, labor relations and pension plan administration. Paul has been an active LVBCH Board Member since 2008 and the Chairman of the LVBCH Government Committee since its inception in 2010. The LVBCH Government Committee was created the same year the Affordable Care Act was passed. Paul and the committee have busily monitored ongoing developments related to the new healthcare legislation, regulations and their possible effect on the Coalition and its members.



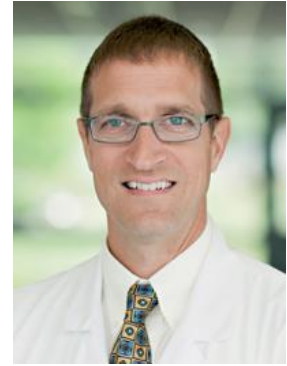
Pictured (L-R) Wendy Manarino (LVBCH), Rachel Burger (LVBCH), Tom Croyle (LVBCH), Paul Chuckalovcak (Essroc/Lehigh Hanson) and Jeannine O'Callaghan (CF Martin Guitar)

Paul has contributed greatly to the success of the Coalition and the Government Committee. We thank him for his many years of service and wish him well in his retirement. **Lori Young** (Crayola) has been named the new chair of the LVBCH Government committee.

## LVBCH Welcomes Matthew McCambridge, MD

**Matthew McCambridge, MD**, has recently been named Chief Quality Officer for Lehigh Valley Health Network (LVHN). He was a member of LVBCH's Education and Wellness Committee but will now become a member of our Quality Initiatives Committee.

Dr. McCambridge, an intensivist at LVHN, completed his undergraduate studies at Johns Hopkins University and received his medical degree from Georgetown University School of Medicine. Please join us in congratulating Dr. McCambridge on his recent promotion and welcoming him to the LVBCH Quality Initiatives Committee.



**Matthew McCambridge, MD, Chief Quality Officer, LVHN joins LVBCH Quality Committee.**

## LVBCH Board Members Participate in Board Retreat/Strategy Session

On March 3, 2017, LVBCH Board members got together for the day to network and discuss some of the challenges the organization will face moving forward. Session facilitators **Don Robertson** and **Donna Goss**, Co-Directors, Leadership Development Institute, Northampton Community College, led the discussion and assisted members in examining the critical challenges and opportunities the Coalition faces as it pursues its mission.

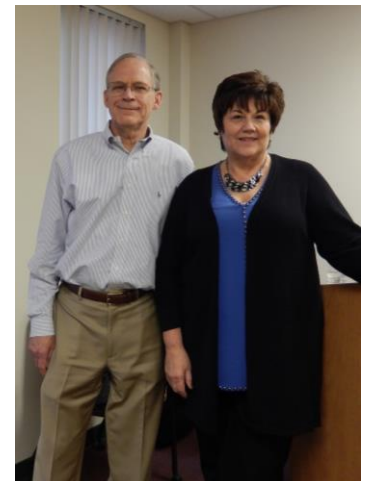
Some of the major items discussed included: successfully replacing the retiring LVBCH president, growing LVBCH membership, increasing member engagement, Board succession planning and effectively communicating the value of LVBCH to members. The Board also reviewed the organization's vision and mission statements as well as its major goals/objectives.



Pictured (L-R): **Kristen Wenrich** (City of Bethlehem), **Eileen Zielinski** (PPL), **Jack Gross** (Gross McGinley, LLP), **Andrew Kantner** (Talen Energy), **Jeannine O'Callaghan** (C. F. Martin & Co., Inc.) and **Lori Young** (Crayola).



Pictured (L-R): **Bob Johnston** (East Penn Manufacturing), **Myrna Rivera** (B. Braun Medical, Inc.), **Amy Trapp** (County of Northampton) and **John Marchetto** (City of Allentown).



**Don Robertson** and **Donna Goss** (Co-Directors, Leadership and Executive Development, Center for Business and Industry, Northampton Community College) conducted the day-long Board Strategy session.

## Employers Learn How Employee Stress Can Affect the Bottom Line

Unmanaged stress contributes to employee psychosocial, mental health and substance abuse (PS/MH/SA) conditions that lurk beneath the surface on the job site and negatively affect employee health and workplace performance. Integrated Behavioral Health's **Eric Gustafson, Psy D** and **Joe Bosche**, Senior Vice President, Business Development, helped employers who attended LVBCH's Employer Forum, ***"Employee Stress: Their Struggle, Your Risk,"*** to understand employee PS/MH/SA and the financial losses and business risks associated with ignoring them.

Gustafson and Bosche provided information on how to identify employees with PS/MH/SA conditions and implement valuable, cost-effective resources to help employees better manage these conditions so they can lead productive lives. For example, employers learned how to transform a performance-debilitation stress response into a performance-enhancing stress practice. Gustafson and Bosche described how to promote employee resilience in the workplace, as well as offered ways to identify and develop resilient employees.



Pictured (L-R): Tom Croyle (LVBCH), Joe Bosche (IBH), Eric Gustafson (IBH) and Jeannine O'Callaghan (CF Martin & Co.)

We would like to thank **Jeannine O'Callaghan** and C.F. Martin & Company for hosting the March 23<sup>rd</sup> LVBCH Employer Forum at their guitar factory in Nazareth, PA.

For more information about programs available from [Integrated Behavioral Health](http://IntegratedBehavioralHealth.com) (LVBCH's behavioral health partner), contact Joe Bosche at [joe.bosche@ibhcorp.com](mailto:joe.bosche@ibhcorp.com) or at 717-503-9323.



# Build a Stronger Business with Capital BlueCross' Healthy Rewards Program

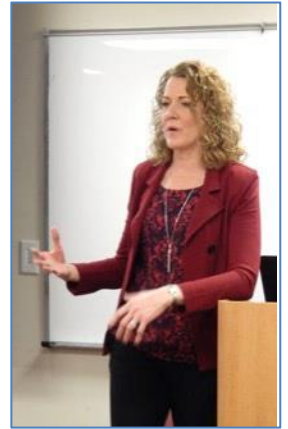
## Live healthy. Make lasting changes. Earn rewards.

That's what your employees can do with Capital BlueCross' new Healthy Rewards program. Unlike many programs that reward people for merely "checking the box" after completing activities, Healthy Rewards empowers members to make informed decisions that help them manage their health, improve productivity, and maximize the value of their health plan.



### Healthy Rewards Features:

- An interactive web experience and on-site biometric screening scheduler
- Member guides and videos that explain the ins and outs of this innovative program
- Nutrition and fitness resources
- Tracking tools for employers who include rewards for biometric screenings
- Wearable device integration, plus group and individual challenges



**Chris Shanahan** (left), VP-Strategic Partnerships, Bravo and **Vicki Doule** (right), VP of Group Sales, Capital BlueCross explain the features of Capital's new Healthy Rewards Program to employers at an LV BCH meeting on February 23, 2017 at LV BCH headquarters in Bethlehem.

### Rewards—and So Much More

The new Healthy Rewards program provides access to a library of health and wellness articles, workout videos, healthy recipes, meal planning resources, and personal action plans. It also features online video courses on stress management, exercise, diet, alcohol use, tobacco cessation, and diabetes management.

Ask your Capital BlueCross representative or agent how you can engage your employees and propel them to live well with Healthy Rewards.



LV BCH members listen intently as they learn about CBC's new Healthy Rewards Program at the 2/23/17 LV BCH event.

## LVBCH PBM Program Continues to Deliver Value to LVBCH Employers



Pieter van Hoeven and Franco Mueller, MD from TFG Partners

The Glasbern Inn, Fogelsville, was the setting for two separate meetings on March 21, 2017 for LVBCH employers participating in the LVBCH prescription benefit management (PBM) program. In the morning, **Pieter van Hoeven** and **Franco Mueller, MD** from **TFG Partners** presented results from their audit of the LVBCH PBM program. TFG Partners is an independent, healthcare claims audit and advisory firm. A quarterly claims audits (by an independent auditor) to ensure proper pricing of all claims and rebate guarantees is a feature of the LVBCH PBM program that is provided at no additional cost to LVBCH participating employers.

In the afternoon, **Kelli Sims-Dorsey**, Account Executive and **Ken Miller**, Clinical Account Executive from **Express Scripts** (ESI) conducted the 2016 year end client review meeting. First on the agenda was **Aaryn Pure** from Livongo Health, a consumer digital health company. Aaryn presented an overview and a demo of a new approach to diabetes management which includes remote monitoring via a two-way interactive, cellular glucose meter as well as coaching via a customizable mobile app. Since diabetes is the Coalition's second largest drug indication and is trending up, employers welcomed the information. The Livongo Health diabetes management program is available to LVBCH members participating in the Express Scripts PBM program at a reduced price.



Ken Miller (ESI), Kelli Sims-Dorsey (ESI), Meredith Dorner (ESI) and Aaryn Pure (Livongo Health)

Next, Kelli and Ken walked the group through a thorough review of 2016 LVBCH PBM program trends and shared data on total expenditures – which were nearly \$55 million in 2016. LVBCH's cost trend was -1.4% vs. Express Scripts' employer book of business trend of +4.7% which reflects Express Scripts' and LVBCH's commitment to effectively manage drug spend for self-insured employers. Overall, the Coalition is well-positioned to maximize the value of its PBM program when compared to other mid-market employers.



Meredith Dorner (ESI) and Tom Croyle (LVBCH)



Lori Young (Crayola)



Kim Drey and Patti Florkowski (Lehigh University)



John Marchetto (City of Allentown)



Ken Miller (ESI) and Bob Johnston (East Penn Manufacturing)



Karen Underwood and Christine Hostler (kgb)

## National Alliance Leader to Speak at LVBCH Annual Conference

We are honored to have **Mike Thompson**, President and CEO of the National Alliance of Healthcare Purchaser Coalitions (National Alliance or NAHPC) address our members at LVBCH's Annual Conference on May 4 at DeSales University, Center Valley. Mike will explain how coalitions across the country are working together to drive innovation, health and value.



**Mike Thompson**  
President and CEO  
National Alliance

### Meet the National Alliance's New Leader

Mike Thompson has extensive knowledge and experience in cross-sector initiatives related to sustainable cost reduction integrated health, wellness and consumerism, retiree health, health reform, and well-being. Prior to joining National Alliance, Mike was a principal with PricewaterhouseCoopers, where he consulted on healthcare and employee benefits strategy and served as an executive for Prudential Insurance.

The National Alliance collectively empowers purchasers to drive innovation, health, and value for our companies, our communities and our country. For more information, visit: (<https://nationalalliancehealth.org/>).

Formerly known as the National Business Coalition on Health (NBCH), in the fall of 2016 the organization announced its new name, which more accurately reflects the organization's distinctive leadership role in healthcare and vast network of coalitions across the country. Mike Thompson, who was hired to lead the organization in June 2016, was named President and CEO.



**Former Name & Logo**



**New Name & Logo**

The National Alliance provides expertise, resources, and a voice to its member coalitions across the country and represents each community coalition at the national level. Its programs are designed to spread the tenets and practical applications of community health reform and offer programs and tools to assist purchasers. Key programs are focused around innovation and performance related to health plans and pharmacy benefit managers (eValue8™), specialty drug marketplace, well-being and behavioral health initiatives, and value-based purchasing efforts.

- ❖ **LVBCH uses the National Alliance's eValue8™ tool to measure health plan insurance performance in our region and to evaluate and select health plan purchasing partners.**
- ❖ **LVBCH has been a member of the National Alliance since 2010 and received the Value-Based Purchasing Membership Award in 2013.**
- ❖ **LVBCH member East Penn Manufacturing was honored with an Employer Excellence in Health Care Award in 2014.**

# Leapfrog Update

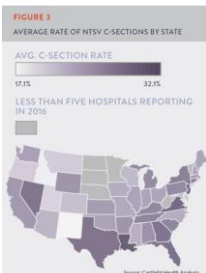
## LEAPFROG Reports Early Elective Delivery Rate at an All Time Low, But Unnecessary C-Sections and Episiotomies Are Dangerously Common



The Leapfrog Group, a Washington D.C.-based nonprofit representing employers and other purchasers striving to improve health care quality and safety, recently released its [2017 Maternity Care Report](#). Hospitals' efforts to reduce their rate of early elective deliveries has been a tremendous success, declining to just 1.9% compared to 17% in 2010. The analysis also showed the rate of episiotomies has fallen to 9.6%. While this represents progress from the rate of 13% first reported in 2012, this rate is still significantly higher than Leapfrog's target of 5% or less. The C-section rate of 25.8% is virtually unchanged from the prior year and is still higher than Leapfrog's target rate of 23.9% or lower.

*"I'm inspired to see the rate of early elective deliveries decline to near zero, showing the power of transparency in galvanizing health care leaders to*

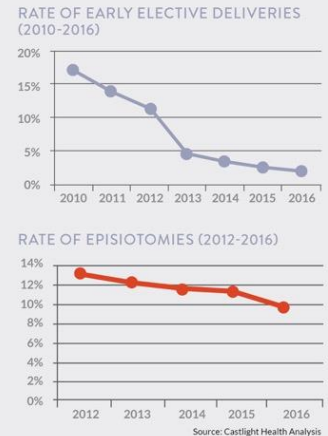
*reduce these unnecessary and dangerous procedures."* said **Leah Binder, President and CEO of Leapfrog**. *"However, significant progress is still needed to reduce the rate of unnecessary episiotomies and C-sections. We must remain vigilant and continue to demand public reporting of this information to ensure the safety of mothers and their children, as well as to educate employers, purchasers and women themselves who have a powerful stake in the quality of maternity care."*



### Other Key Findings

Mothers in certain states are at a higher risk for C-sections. NTSV C-section rates, measuring low-risk, first-time mothers with a single baby in the head-down position in term, varied greatly. A higher percentage of NTSV C-section rates were found in eastern and southern states while western states tended to have lower rates.

**FIGURE 2**  
RATES OF EARLY ELECTIVE DELIVERIES AND EPISIOTOMIES HAVE BEEN STEADILY DECLINING



### Maternity Care Quality Is Unaffected by Hospital Type

When comparing teaching hospitals to non-teaching hospitals, and urban to rural hospitals, the report showed maternity quality performance data to be nearly identical. This provides evidence against common theory that particular hospital types provide better quality maternity care.

More transparency and quality improvement are needed. Though significant improvement has been shown, hospitals still have work to do. Only 45% of reporting hospitals are meeting target rates for episiotomies, and even fewer – only 37% – are meeting Leapfrog's standard for C-sections.

**Leapfrog urges expecting parents to check out the rates for episiotomies and C-sections before they choose their birthing hospital and to make sure they seek care at the safest hospital possible.**

[Read the Report](#)



## Choosing Wisely® Update

### Choosing Wisely®: Antibiotics – Will They Help or Hurt?



Antibiotics have saved millions of lives. But now we're using them when we don't need them, like for coughs and sore throats. If we keep using them for the wrong reasons, eventually they won't work when we really do need them – like to fight off a cancer patient's infection.

Below is some important information from the **ABIM Foundation** and the **Consumer Reports Choosing Wisely® campaign** that you may want to share with your employees about antibiotics.

#### Short Video



Click the image above to watch a short video about antibiotics and why they aren't always a good idea.

#### Brochures

1. [Can antibiotics help you feel better?](#)
2. [5 Questions to Consider Before Taking Antibiotics](#)
3. [You may not need antibiotics for your skin](#)
4. [Antibiotic treatment in the hospital: Sometimes it can be stopped](#)

## Worth Repeating

### 2016 Annual Report Available

In January 2017, LVBCH published and distributed its 2016 Annual Report. The report outlined the significant activities and achievements of the past year. To access the 2016 Annual Report, click on the image of the report to the right or [click this link](#).

Printed copies may be obtained by calling the LVBCH office at 610-317-0130 or by sending an email to [LVBCH@LVBCH.com](mailto:LVBCH@LVBCH.com). You can access LVBCH Annual Reports from prior years on our website. Simply go to [www.lvbch.com](http://www.lvbch.com).



## Guest Articles

### Employers Think Analytics Is Important for Decision Making, Savings



Geneia recently collaborated with the National Alliance of Healthcare Purchaser Coalitions and member coalitions like LVBCH to survey employers about their understanding and use of data and analytics to manage the quality and costs of employee health care. Geneia's Chief Strategy Officer **Heather Lavoie** and the Florida Health Care Coalition's President and CEO **Karen van Caulil** presented the findings at the National Alliance's annual conference in October 2016.

#### Key findings:

**Advanced analytics are widely understood to have an important impact on health care decision-making**

- 97% agree and 85 %strongly agree 'now more than ever it's essential that HR/Benefit practitioners have tools to effectively evaluate data and make informed decisions'

**HR/Benefits administrators see strong utility in analytics tools and believe near-real-time data is imperative to realizing cost savings**

- 90% agree on the importance of having near-real-time data to realize cost savings
- 83% agree 'using advanced analytics to understand how your employees use health care services, who your high risk employees are, and how to intervene effectively is the only way to lower costs and improve financial results'

[Click to Access  
Survey Results](#)



## Health Consciousness as a Business Strategy Starts at the Top

Are your employees happy and healthy? It's an important question because research has shown that worker well-being affects employee productivity and overall company profitability.

Each year in the United States, productivity losses linked to absenteeism cost employers \$225.8 billion (or \$1,685 per employee)\*. And, about 60% of business leaders surveyed in 2015 by the Health Enhancement Research Organization ranked productivity and performance as the top two organizational priorities influenced by employee health.

While some companies dip their toes into promoting workplace health, those that have success do so with the full support of their company leaders, and a transformation in culture on just about every level. Successful business leaders integrate health, safety and wellness into the company's goals, vision and strategic plan as well as its day-to-day activities. They take steps to ensure a healthy work environment. They also clearly endorse the importance of health- and wellness-centered policies.

*"Provide convenient opportunities for employees to improve their health and wellness, and have all levels of leadership participate in your initiatives, this visibility will show that improved health and wellness is a priority for everyone."*

### Kristin Behler

Director, Health Promotion and Wellness  
Populytics/BeneFIT Corporate Wellness<sup>SM</sup>



Schlouch co-founder Deb Schlouch has her blood pressure checked during a health screening.

LVBCH member **Schlouch Incorporated**, a local site construction and design company, is an excellent example of how this works. Facing rising health insurance costs and being concerned about its employees and their families' health, Schlouch implemented a structured wellness program. Health-driven initiatives included programs to help employees with stress, work/life balance, understanding their health status through screenings, nutrition and weight management.

**Kristin Behler**, MPH, MCHES, Director, Health Promotion and Wellness at Populytics/BeneFIT Corporate Wellness<sup>SM</sup>, Allentown, say, company leaders are key to merging health and business. "Provide convenient opportunities for employees to improve their health and wellness, and have all levels of leadership participate in your initiatives," she says. "This visibility will show that improved health and wellness is a priority for everyone."

\*CDC Foundation; CDC, International Monetary Fund



## April is Oral Cancer Awareness Month

Oral cancer is a serious disease, with an estimated 40,000 new cases reported annually. Oral cancer kills nearly 8,000 people in the U.S. each year. Early detection of oral cancer through both routine dental care and self-checks is key to protecting yourself and your family from this silent killer.

Your dentist will check for signs of oral cancer at each visit. However, let your dentist know immediately if you notice any of the following:

- A sore that bleeds but doesn't heal
- Pain, tenderness, swelling or numbness in your mouth or on your tongue
- Difficulty chewing, speaking, swallowing or moving your jaw or tongue
- A lump or mass inside your mouth or on your neck
- A white or red patch on your gums, tongue, tonsil or lining of your mouth
- Chronic hoarseness and/or chronic sore throat that is unresponsive to treatment
- Dramatic weight loss

### Factors that can increase your oral cancer risk:

- Tobacco use of any kind
- Heavy alcohol use
- Excessive sun exposure to your lips
- Human papillomavirus (HPV)
- A weakened immune system
- Untreated periodontal disease

Early detection and treatment is vital to improving the survival rate associated with oral cancer. For more information, talk to your dentist and visit United Concordia's [Dental Health Center](#).



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## Diabetes and Gum Disease

If you have diabetes you are two times more likely to develop gum disease. Diabetes can make your body more susceptible to bacterial infections.

People with diabetes have a decreased ability to fight germs that invade the gums. Too much sugar in your blood from diabetes can cause pain, plaque, infection and gum disease.

Bacteria in plaque mixes with sugar in foods and causes tooth decay. Plaque that is not removed hardens over time and becomes tartar. Tartar if not removed will irritate your gums, which become red, swollen, and bleed easily – the first signs of gum disease (gingivitis).

When gingivitis is not treated, it can advance to periodontitis. In periodontitis, the gums pull away from the teeth and form pockets, which become infected. This infection starts to break down the bone and tissue that hold teeth in place. If periodontitis is not treated, the gums, bones, and tissue that support the teeth are destroyed.

Gum disease can happen more often, more severe, and take longer to heal if you have diabetes. The less control you have over your blood sugar levels, combined with poor oral hygiene, the more likely you will have oral health problems.

Visit [UnitedConcordia.com](http://UnitedConcordia.com) for more tips.

# Reducing Unnecessary Chemotherapy in Breast Cancer Treatment

By the end of 2017, the American Cancer Society estimates that more than 250,000 women in the U.S. will be diagnosed with invasive breast cancer.<sup>1</sup> Some will be your employees and dependents, and for each, the diagnosis will be the beginning of a journey filled with questions and choices – including whether to include chemotherapy as part of their treatment.



Not all patients diagnosed with invasive breast cancer will benefit from the use of chemotherapy. In fact, chemotherapy only benefits 4 in 100 patients diagnosed with early stage (stage I or II) invasive breast cancer.<sup>2</sup> Yet, many more undergo chemotherapy as part of their treatment protocol, and as a result, many women suffer sometimes-debilitating treatment side-effects, even though chemotherapy is not necessary to help them achieve remission. Those side-effects can have a very large impact on employees' quality of life and on their ability to do their jobs.

It doesn't have to be this way. There is a genomic test that can help patients and physicians make more-informed decisions about the use of chemotherapy. The test is incorporated into major breast cancer treatment guidelines, including the National Comprehensive Cancer Network® (NCCN®) and American Society of Clinical Oncology® (ASCO®), and is considered standard of care in leading cancer centers across the country. However, the test is only used in about half the cases where it would be indicated, and therefore employers continue to pay for...and women continue to endure...chemotherapy treatment that is not necessary.

**As an employer, you can help reduce unnecessary chemotherapy through benefit design and employee education.**

To learn more, visit [SmarterCancerBenefits.com](http://SmarterCancerBenefits.com)

**As an employer, you can help reduce unnecessary chemotherapy through benefit design and employee education.** Visit [SmarterCancerBenefits.com](http://SmarterCancerBenefits.com) to learn more about the genomic test, to get information about steps you can take with your health plan administrator to help reduce unnecessary chemotherapy use, and to download communication tools you can use to engage your employees. The website is sponsored by Genomic Health, Inc., which developed and markets the genomic test.

## SMARTER CANCER BENEFITS | BREAST CANCER

HOME | LEARN | TAKE ACTION | EMPOWER | FAQ FOR EMPLOYERS

### BREAST CANCER AND CHEMOTHERAPY DON'T ALWAYS HAVE TO GO TOGETHER

There are genomic tests that can help your employee and her\* doctor determine if she needs chemotherapy as part of her treatment.



[SmarterCancerBenefits.com](http://SmarterCancerBenefits.com) is a new website that features newsletter articles and campaign materials employers can use to educate employees about the importance of guideline-driven cancer care, and to engage them as advocates to make sure they or their loved ones can make informed decisions about whether to receive chemotherapy. Materials include articles that can be customized and used in newsletters or as web content, print-ready posters and flyers, and e-cards that can be used in email campaigns.

<sup>1</sup> <http://www.cancer.org/cancer/breastcancer/detailedguide/breast-cancer-key-statistics>

<sup>2</sup> Lancet 1996 Apr 20; 347(9008): 1006-7

# 2017 Annual Conference

**Register Now for the LVBCH 37<sup>th</sup> Annual Conference - May 4, 2017**  
***“Healthcare in Transition: What’s Next?”***



- ❖ Date: Thursday, 5/4/17      Time: 8:00 am - 3:00 pm
- ❖ Location: [DeSales University, University Center Building](#), 2755 Station Ave, Center Valley, PA 18034
- ❖ This event is for all LVBCH members.
- ❖ Click links to [Get More Information](#) and [Register](#)

## Featured Speakers



**Robert Laszewski**  
President  
Health Policy and  
Strategy  
Associates



**Lawton R. Burns,**  
**Ph.D., MBA**  
Professor, Wharton  
School, University  
of Pennsylvania



**Michael Thompson**  
President and CEO  
National Alliance of  
Healthcare Purchaser  
Coalitions



**Bridget Peck, RN**  
Senior Medical  
Value Consultant  
Capital BlueCross



**Mark Wendling, MD**  
Executive Director  
Lehigh Valley  
Physician Hospital  
Organization



**Dominic Lorusso**  
Director of Health  
Partnerships  
Consumer Reports

**You must register to attend this event. Registrations will NOT be accepted at the door.**

**Registration Deadline: Monday, April 10, 2017**

**Register Now!**

## 2017 Annual Conference Sponsors

LVBCH acknowledges and thanks all of the sponsors of our upcoming Annual Conference. Without their enthusiastic support, our event would not be possible. Please take time to visit their displays in the Exhibit Area at the event.

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## Other LVBCH Events

### LVBCH Employer Forum: "Benefits Cost & Culture Strategies, What Your Business Needs to Know"



Date: Wednesday, 04/05/17 Time: 8:00 - 10:30 am

Location: [PBS39/WLVT Public Media Center](#), 830 E. First Street, Bethlehem, PA 18015

Click link for [Parking Instructions](#)

Sponsored by [Univest Insurance](#);

Registration deadline: Wednesday, March 29, 2017. This event is for LVBCH EMPLOYER members only.

Click links to [Get More Information](#) and [Register](#)

### Healthcare Systems Engineering Symposium: "Today's Challenges for Healthcare Networks and Third Party Payers"



Date: Tuesday, 5/16/17 Time: 2:00 - 6:00 pm

Location: [Lehigh University](#), [Mountaintop Campus](#), [Iacocca Hall](#), [Wood Dining Room](#)

Registration deadline: Wednesday, May 10, 2017. This event is for all LVBCH members.

Click links to [Get More Information](#) and [Register](#)

### American Heart Association Heart & Stroke Walks



#### Berks County Walk:

Date: Saturday, 09/23/17

Time: 8:30 -12:00 noon

Location: Grings Mill Recreation Area, 2083 Tulpehocken Rd, Reading, PA 19610 ([Get Directions](#))

Invitations will be sent in June/July 2017

#### Lehigh Valley Walk:

Date: Sunday, 10/01/17

Time: 8:30 -12:00 noon

Location: Steel Stacks, 101 Founders Way, Bethlehem, PA 18015 ([Get Directions](#))

Invitations will be sent in June/July 2017

60 West Broad St. • Suite 105 • Bethlehem, PA 18018 • P: 610-317-0130

Our affiliation with these national organizations is a value-added benefit for our members.



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