

President's Message by Carl Seitz



When starting a new leadership position, it's always best to take stock of your organization's strengths. At the top of my list are the terrific people I have met and worked with over the past 12 weeks. Their warm welcome has made seamless what could have been a challenging transition.

Throughout the interview process, one of the things that influenced my decision to accept the position was interacting with the members of the Coalition's Board of Directors. Over four months and several interviews, I came to appreciate the knowledge, professionalism, and sincere interest that the members of the Board exhibited in the success of the Coalition. My initial impressions have proven true and I have received tremendous support from all members of the Board since accepting the position.

During my first month on the job, I had the privilege of being mentored by Tom Croyle, who never hesitated to share his experience and expertise from seven years as Coalition President and many more years as a Board member. From behind the scenes, he continues his support as an invaluable resource for me and the staff. As I take on the President's responsibilities, I look to enhance what Tom has accomplished in building what is today recognized as one of the nation's most effective Coalitions.

One of my first goals has been to meet with our employer members and purchasing partners to better understand their experience with LVBCH and what they need from the Coalition. Everyone I've met with has helped me appreciate the strength of the collaboration among our members and partners. I have valued meeting the representatives of our partners and associates – Capital BlueCross, Express Scripts, United Concordia Dental, NVA, IBH, Geneia, BB&T Insurance Services, BSI Corporate Benefits, Equinox Agency, Key Insurance, Univest Insurance, Benefit Corporate Wellness, TFG Partners, Astra Zeneca, Sanofi, and Northampton Community College. I look forward to continuing and strengthening our partnerships. And, I look forward to meeting with all of our members and purchasing partners in the coming months.

Last, but certainly not least, I want to thank Rachel and Wendy for the support they provide to me and the ongoing support and customer service they provide to the Coalition's Board, Committees, members, and partners. Rachel and Wendy handle every detail of the day-to-day operations, all events, and know all aspects of the coalition. The past three months would not have gone as well as they have for me – nor would we run as effectively and efficiently as we do – without them.

In closing, I could not be happier with the start of my tenure as your President. I am energized by the prospect of building strong relationships with the many wonderful professionals I am meeting and getting to know better. Should you have suggestions or concerns, please contact our office at 610-317-0130 or email me at seitzc@lvbch.com.

Together, we will accomplish much to improve the financial health of the companies we serve and the physical, emotional and mental health of their employees.

New Members

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:

- ❖ **AblePay Health LLC**
- ❖ **Bloomsburg Carpet Industries Inc.**
- ❖ **Recovery Centers of America**

Upcoming Events

Join LVBCH on Sunday, October 1, 2017 for the Lehigh Valley Heart & Stroke Walk at SteelStacks in Bethlehem, PA

LVBCH is a proud sponsor of two American Heart Association Heart & Stroke Walks this fall. The Berks County Walk took place this past Saturday (September 23, 2017) at the picturesque Gring's Mill Recreation Area located in Reading, PA. It was a beautiful sunny day and there were lots of activities for friends and family members to enjoy including yoga, face painting and hands only CPR training. It was great to have representatives from Capital BlueCross, our valued medical partner, join LVBCH at this event.



You, your family and friends are invited to join our team - "LVBCH Walkers" - at the upcoming Lehigh Valley Walk on Sunday, October 1 at SteelStacks in Bethlehem. Have some fun, get some exercise and help us raise funds for the American Heart Association. We hope you can join us!

Lehigh Valley Walk Details:

Date: Sunday, 10/01/17 Time: 1:30 - 4:30 pm

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

Team Name: LVBCH Walkers

Click links to: [Get More Info](#), [Register to Walk](#) or [Donate](#)

LVBCH Employer Forum: "Substance Abuse - A Major Challenge for Employers" – October 26, 2017

LVBCH employers are invited to attend an educational event titled "Substance Abuse - A Major Challenge for Employers" co-sponsored by LVBCH, Express Scripts, and the PA Commission on Crime and Delinquency. The event will be held at the PBS39/WLVT Public Media Center located in Bethlehem, PA near Steel Stacks and ArtsQuest. Click the links below to get more information and to register. We hope you can join us!



Date: Thursday, October 26, 2017

Time: 8:00 - 11:00 am

Location: [PBS39/WLVT Public Media Center](#)

830 E. First Street, Bethlehem, PA 18015

Registration deadline: Friday, October 13, 2017

Click links below for more details:

- [Get More Information](#)
- [Register](#)
- [Program Agenda](#)

LVBCH 38th Annual Conference - May 3, 2018 at DeSales University



Coalition Happenings

LVBCH Elects Two New Board of Directors

The LVBCH Board of Directors recently elected two new members to serve on the LVBCH Board. Christina Hostler, Benefits Specialist for kgb USA and Richard King, Chief Financial Officer for Schlouch Incorporated attended their first LVBCH Board meeting on Wednesday, September 13, 2017 at the Gross McGinley office in downtown Allentown. Please join us in congratulating Christina and Rich on their recent appointments. To see a complete list of all LVBCH Board members, please visit the LVBCH website at www.lvbch.com.



Pictured L-R: Jack Gross (LVBCH Secretary), Bob Johnston (LVBCH Chairman), Christina Hostler, Richard King and Carl Seitz (LVBCH President).

Q&A with LVBCH's New President – Carl Seitz

Recently, we sat down with Carl to ask him a few questions. See his responses below.



Q: What led you to LVBCH?

When I saw the announcement of Tom's retirement, I checked with a few people to see if they thought I would be a good fit to fill his position. They did, so I pursued the opportunity. Although I have enjoyed working at St. Luke's, I was at a point in my life and in my career that if I was going to do something different, now was the time. I am still young enough to have plenty of time to make a contribution. Meanwhile, my experiences have provided me with the knowledge and skills needed for the position. I think everything I have done until this point has prepared me to assume this role

Q: What do you bring to the position?

During my 20 years at St. Luke's, I have served in many roles and continuously added responsibilities. These included occupational medicine, urgent care, primary care, internal medicine, sports medicine, rural health and college health. I have directed more than 100 employees and managed an annual budget of \$20 million. Also, I negotiated contracts with both employers and insurers. Often, I was brought into manage challenged programs and I have a track record of turning them around. I have experience in strategic planning and implementation, sales management, and business development and oversight, including new business start-ups.

Q: Do you have plans?

I have many ideas on how I might grow or enhance the Coalition. But initially, I plan to learn all I can about LVBCH. Tom and his predecessors built an excellent organization – one of the best in the country. Before I make any significant changes, I want to make sure that they would benefit the organization. I have had many one-on-one meetings with representatives from our member companies, our purchasing partners, insurers, brokers and benefit consultants to better understand the Coalition's strengths and opportunities. I am also meeting with the four other Pennsylvania Coalitions, other state and regional coalitions and the National Alliance of Healthcare Purchaser Coalitions to look at partnership opportunities.

Q: How will you increase membership?

I've been working with employers for more than 30 years. Over this time, I have developed relationships with hundreds of employers in the Lehigh Valley, the Poconos and western New Jersey. These include businesses, colleges, schools and government organizations. Many of these employers could benefit from joining LVBCH. I look forward to inviting them to learn more about us.

LVBCH Releases Diabetes Report – 5th Edition

Report Compares Regional Findings to State and National Benchmarks

The percentages of Type 2 diabetes patients who were of working age (18–64) increased in three of the five profiled Pennsylvania markets, according to the LVBCH Type 2 Diabetes Report for 2017 released by Sanofi US in conjunction with LVBCH.

“This Report is LVBCH’s fifth effort to compare statewide and national benchmarks for diabetes care in the region where the majority of our employers are located,” said LVBCH President Carl Seitz. “Diabetes is a major factor in employer spending for medical care and its impact on other conditions can further exacerbate the health status of employees. By identifying employees with diabetes, and providing needed care, employers can maintain a healthier and more productive workforce. We thank our partner Sanofi US for their support of this important healthcare-related study.”



Providing employers with independent, third-party information against which they can benchmark their own data, the Report is an overview of key pharmacotherapy, utilization, charge, and demographic measures for Type 2 diabetes patients. Also, it focuses on how cardiovascular conditions can impact diabetes care.

[Read the News Release](#)

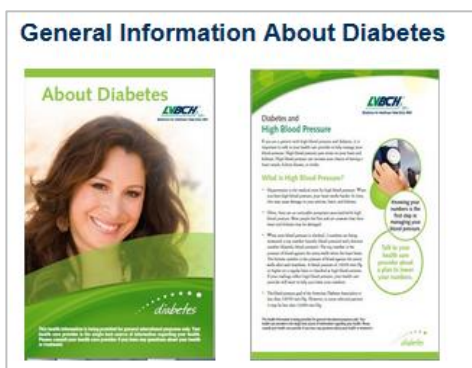
[Read the Diabetes Report](#)

Now Forming: Working Group to Take Action to Address Diabetes

LVBCH recently assembled a group of people to develop an action plan to address the growing prevalence of diabetes in the Lehigh Valley and surrounding areas and related issues. In addition to LVBCH staff and employer members, the group will include representatives from Lehigh Valley Health Network, St. Luke’s University Health Network, Capital BlueCross, Geneia, Sanofi and two local health departments. For more information, contact lvbch@lvbch.com.

Diabetes Information Available on the LVBCH Website

If you are looking for information to help a family member, friend or colleague manage their diabetes – or to just learn more about nutrition, healthy eating or weight-management – look no further than the LVBCH website. LVBCH and Sanofi are pleased to provide members with more than a dozen brochures and factsheets about all of these important subjects. To learn more, click on the images below.



LVBCH Announces Endorsement of BSI CORE and Members Attend Informational Seminar on September 21, 2017 at Coca Cola Park

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



"We believe that BSI CORE will help our members with 25-500 employees control their healthcare spend over a five-year period," stated LVBCH President Carl Seitz. "This platform gives the control back to employers. It ensures that participating employers will have access to the essential claims data, services and tools necessary to control their health benefits without the typical risks often faced by employers of this size."

[Read the Endorsement News Release](#)

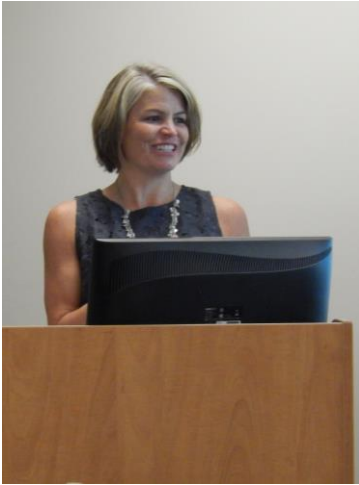
[Read the Seminar News Release](#)

LVBCH employer members were invited to attend an informational seminar about BSI CORE that took place on Thursday, September 21, 2017 at Coca Cola Park in Allentown, PA. Information to evaluate BSI CORE is available to LVBCH employers upon request from [BSI Corporate Benefits](#).



Capital Discusses Resources & Interactive Website at Summer Meeting

With autumn rapidly approaching and open enrollment season on the horizon, Capital BlueCross conducts a productive summer meeting with its LVBCH clients.



Dr. Denise Harr, a Capital BlueCross Medical Director, updated LVBCH employer members on Attribution Quality First Value-Based Programs. She also reviewed clinical areas of strengths for the LVBCH membership, including year-over-year improvements with adult BMI assessments, cervical and colorectal cancer screenings, and comprehensive diabetes care.

Capital BlueCross also discussed an innovative member engagement resource – the Capital BlueCross Loop – that can help employees make informed decisions, save money, and stay better connected to their health plan, right from their smartphone. Employers can use this channel to improve employee engagement rates in wellness or clinical management programs, or to educate

members on how their benefits work. For example, Capital BlueCross recently texted member parents reminders about recommended child doctor appointments and vaccinations, which coincided with news about Pennsylvania school district immunization policies.

Lastly, Damien Golden, Major Market Account Manager, discussed Capital BlueCross' digital evolution and new interactive website, which is scheduled to launch this month. In early 2018, Capital BlueCross will unveil its new secure member site, which will feature an improved search engine, responsive design to optimize viewing from every type of device. It will also have a streamlined structure so members can easily access the benefits and services that customers use most.



Express Scripts Conducts Mid-Year Client Review Meeting

The Glasbern Inn was the setting for the August **Express Scripts, Inc.** mid-year LVBCH PBM program client review meeting. An essential element of the LVBCH PBM purchasing program is the opportunity for LVBCH employer members to meet with Express Scripts representatives face-to-face as a group to discuss program performance.

The Express Scripts team conducting the session included: **Annie Goodrum**, Senior Account Manager, **Kelli Sims-Dorsey** – Senior Account Executive, and **Ken Miller** – Clinical Account Executive.



LVBCH employers attending the meeting received an individual report of their company's PBM utilization and spending trend. To help them understand how effectively their benefit dollars are being spent, the report shows how they are doing individually, as well as collectively, on prescription drug spending.

Employers also learned about several new programs available to address important issues like opioid abuse, the skyrocketing costs of specialty drugs and how technology can be used to help employees adopt behaviors that will improve their health and lower healthcare costs. Keeping abreast of these developments enables employers to better manage their prescription dollars and provide better overall healthcare for their employees.



National Alliance Update

Network with Healthcare Stakeholders at a National Conference *LVBCH Employers Receive Complimentary Registration*



Crystal Gateway Marriott - Arlington, Virginia

The Annual Conference of the National Alliance of Healthcare Purchaser Coalitions will bring together thought leaders, policymakers and key healthcare experts from across the country to share their insights and expertise on the emerging trends, innovations and opportunities in the changing healthcare marketplace. In its 25th year, the National Alliance has become a leading educator for business coalitions and public and private health care purchasers. Employers of all sizes and industries will learn effective approaches to managing the health and wellbeing of their workforce from the leading innovators in healthcare and business. This 3-day event will offer interactive sessions, educational discussions, employer roundtables, demonstrations and exhibit floor events.

Agenda & Registration

LVBCH employer/purchaser members are eligible to attend this event using a complimentary registration code. If you are interested in attending, the complimentary registration covers admittance to all conference sessions, including the conference exhibit hall and receptions. You DO have to pay all travel (air fare, ground transportation, etc.) and hotel lodging costs. To get detailed instructions on how to register using the complimentary code, send an email to lvbch@lvbch.com.

LVBCH and Geneia to Present at National Alliance Conference

LVBCH representatives will be participating in a panel discussion with **Heather Lavoie** Chief, Strategy Officer from Geneia at the National Alliance's Annual Conference in November. The session is titled "Using Data Analytics to Drive Employer, Payer & Provider Collaboration & Convergence". It is scheduled for Monday, November 13th from 2:30 to 4:00 pm. Panelists will include:

- ❖ **Carl Seitz**, President, LVBCH
- ❖ **Bob Johnston**, LVBCH Chair, Benefits Manager, East Penn Manufacturing
- ❖ **Denise Moyer**, Chair of LVBCH Data Analytics Steering Committee, Associate Director of Corporate Benefits, B. Braun Medical Inc.



Choosing Wisely® Update

LVBCH Launches “New and Improved” Choosing Wisely® Microsite

A few years ago, LVBCH partnered with Consumer Reports to promote the Choosing Wisely® campaign. The campaign is designed to educate employers and their employees about the dangers and issues associated with the overuse of health care services. It helps employers encourage their employees to get involved in their health care so they can have informed conversations with their physicians.

In July 2017, LVBCH launched a completely redesigned Choosing Wisely microsite that enables users to access more than 100 guides (including videos) to getting better, safer, more cost-effective healthcare. To check out the new site, visit <http://consumerhealthchoices.org/lvbch/> or click on the image below. We encourage you to share this FREE Choosing Wisely information with your family, friends, co-workers and colleagues.



Download the New Choosing Wisely® App for iPhone



You can now download a new *Choosing Wisely*® app to your iPhone and gain access to more than 500 specialty society recommendations and 150 patient-friendly resources at your fingertips (iPad and Android versions coming soon).



Through the new app, you can search the recommendations using keywords, as well as filter by specialty, age, setting and service such as imaging, medication, treatment, lab and test. Patient materials are organized similarly, by health topic such as “common cold” or “back pain” or by medical specialty, society and age. The recommendations are linked to any relevant patient-friendly resources, and both can be shared via text or email with colleagues or patients.

The app is already receiving positive reviews from both clinicians and patients. So, go to the App Store on your iPhone and download the new app today!

Leapfrog Update

Leapfrog Hosts First National Health Care Ratings Summit

The Leapfrog Group is pleased to announce that it is hosting the first [National Health Care Ratings Summit](#), December 6 – 7 in Arlington, Virginia.

The Summit will bring together purchasers, providers, payers and consumer advocates to explore best practices for engaging consumers in using health care ratings effectively, as well as strategies for providers that use ratings for improvement. Speakers include leaders of the ratings agencies themselves as well as quality measurement experts, health system leaders, purchasing executives from Fortune 100 companies and disruptors driving positive change.

The Health Care Ratings Summit will take the place of Leapfrog's Annual Meeting that has traditionally been held as a one-day event in early December.



Agenda & Registration

Case Study Shows How Virginia Hospital Lowered Its C-Section Rate



After compiling data for its response to the Leapfrog Hospital Survey in 2014, [Virginia Hospital Center](#) (VHC) discovered its cesarean section rate was higher than the target set by Leapfrog's national maternity care expert panel. In response, the hospital launched a successful multi-year campaign to lower their rate.

In 2014, the C-section rate was 33 percent, well above Leapfrog's target rate of 23.9 percent. Now, it is 20.9 percent.

Dr. Jeffrey DiLisi, VHC's Chief Medical Officer, shared the story of the hospital's efforts in an [interview](#) with Leapfrog. Click the boxes below to access the full [case study](#) as well as the [interview](#) with Dr. Jeffrey DiLisi outlining how they lowered the hospital's C-section rate.

Interview

Case Study

Guest Articles

St. Luke's Care Network Embraces Choosing Wisely®



An initiative of the ABIM Foundation

Tool Helps Patients and Providers Navigate Conflicting Information

St. Luke's Care Network (SLCN) consists of more than 1400 local physicians and advanced practitioners who share a collective vision of:

- Advancing health through prevention
- Chronic disease management
- Providing evidence-based care, and
- Engaging patients and their families.

With health care costs continuing to rise and payment shifting away from fee-for-service to value-based reimbursement, both patients and providers are becoming more aware of the cost of care.

SLCN is leveraging *Choosing Wisely*® to help identify opportunities that support high quality care delivered in a cost-efficient way.

Medical literature, mainstream media, and consumer publications contain numerous examples of conflicting opinions regarding testing for certain conditions. For example, screening for vitamin D deficiency in the general healthy population has dramatically increased in recent years without sufficient clinical evidence to support it.

SLCN has developed a clinical protocol to evaluate which patients may not need screening based on the *Choosing Wisely*® recommendations. The protocol outlines a practical, evidence-based approach and promotes conversations with patients. As a result of the protocol, SLCN saw a reduction in vitamin D testing for low risk patients.

Reducing unnecessary testing promotes the goal of better, less expensive health care; *Choosing Wisely*® helps providers and patients have those discussions.

StLuke's Care Network



United Concordia Compares Silver and White Fillings

Did you know that nearly all adults have had cavities at some point? Here's what you need to know about silver vs. white fillings.

The Basics

Silver-colored fillings—also called dental amalgams—are made of a combination of metals such as silver, tin, copper and mercury. Silver fillings are very durable, so they're a good choice for teeth that need to withstand a lot of force, such as molars.

White fillings—also called composite fillings—are made of plastic and ceramic. If you develop a cavity in a highly visible part of your mouth, you may prefer a tooth-colored filling. However, white fillings are weaker than silver fillings and might not last as long. Recurrent tooth decay is also a bigger problem with white fillings than with silver fillings.

Concerns about Silver Fillings

Though silver fillings contain mercury, multiple studies have proven that they're safe, and the American Dental Association agrees that silver fillings pose no risk. Another possible concern is that since silver fillings don't match the color of your teeth, they won't look attractive. Fortunately, cavities tend to develop in areas of the mouth that are harder to see, such as the grooves of molars.

The Bottom Line

Silver and white fillings both have their purpose, but in most cases, silver fillings are suitable. These fillings are stronger, easier to place and less expensive than white fillings.

To get more information about LVBCH's dental program, contact Greg Fisher, Director of Sales, United Concordia Dental via email (Gregory.Fisher@ucci.com) or phone (610.276.2108).

**UNITED CONCORDIA®
DENTAL**

Protecting More Than Just Your Smile™

IBH Program Can Help Opioid-Impaired Employees

Have you ever suspected an employee of being impaired? Truth is 3 percent of employees use opioids for non-medical purposes. Another 4 percent suffer with severe anxiety, 6 percent experience severe depression and 4 percent are alcohol dependent. Meanwhile, 30 percent of working Workmen's Comp claimants, all of whom received injuries while on the job, take opioids more than 90 days and are impaired on the jobsite. Half use opioids continuously for 90 days and may remain on them for years.



Americans have lost their capability to cope with stress in the form of physical and mental pain. Meanwhile, the majority of provider-based solutions take a short-term, one-size-fits-all approach to substance abuse detox and rehabilitation. Care delivery and insurer-based risk management solutions are reactionary and lack the clinical proficiency to effectively address patient needs and pain management. The best-practice approach for the treatment of substance abuse and behavioral health conditions requires a proactive, peer-to-peer application. Full recovery depends on a long-term, doctor-patient interaction addressing not only the disease, but also emphasizes non-pharmaceutical pain management, stress coping skills and psycho-social resources. Critically, it must encompass the patient's family and friends that operate as their support system.

Since the care delivery and insurance systems inadequately address your employees' needs, you're at risk until you engage the proven solutions available in the marketplace. Integrated Behavioral Health is a national, full service managed behavioral health firm that uses a proprietary network of providers and facilities who have agreed to work collaboratively with IBH staff doctors delivering patient-centric treatment. The IBH recovery regimen is heavy on psycho-social support and the development of stress coping skills - the keystone to recovery. **Paired with care in the most appropriate setting, including the use of Opioid Centers of Excellence, IBH has driven an 87 percent patient recovery rate for opioid related claims and 90 percent recovery for overall behavioral health claims.**



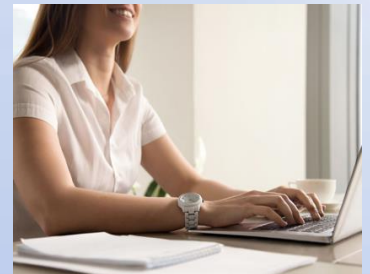
For more information, contact Joe Bosche, SVP, Business Development, Integrated Behavioral Health at Joe.Bosche@ibhcorp.com

Three Steps to a Healthy Work Environment

BeneFIT Corporate Wellness promotes healthy company cultures as well as healthy at-work practices.

Here are a few tips on personal workspaces:

1. A **well-designed workspace** lets you work comfortably without sitting or standing too long, overreach, or use awkward postures. You should be able to:
 - Rest your forearms, wrists, and hands when using a keyboard?
 - Comfortably use your telephone while doing computer tasks
2. Finding a **happy balance** between clutter and creative expression is important to being productive while keeping stress at bay. Take control by:
 - Arranging your desktop and files logically, so you don't twist to find what you need.
 - Leaving your desk to eat lunch. You can move around and your desk stays neater.
3. Take a **brain break** once every hour to reenergize throughout the day. For instance:
 - Get up and walk around the office. An increase in blood flow releases hormones that help manage stress, increase alertness, and burn calories.
 - Stop for a moment and enjoy a healthy snack like unsalted almonds or crunchy vegetables.



For more information on making your workspace healthier, contact BeneFIT Corporate Wellness at 484-862-3500; toll-free, 866-733-6158; or info@populytics.com.



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

