

**For Immediate Release**

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**LVBCH Convenes a Healthcare Executive Conversation  
At event focused on “Emerging Trends in Healthcare: What’s Next?”**

**Bethlehem, PA (May 9, 2019)** The Lehigh Valley Business Coalition on Healthcare (LVBCH) brought together some of the biggest names in healthcare at 39<sup>th</sup> Annual Conference, “Emerging Trends in Healthcare: What’s Next?” on Thursday, May 2, 2019, at DeSales University.

The inaugural Healthcare Executive Conversation featured local, regional, and national representatives of employers and healthcare service providers discussing topics most of interest to employers.

“The Coalition is committed to raising awareness of the topics most of interest to our employer members and acting as a catalyst to spark discussions between employers and healthcare service providers,” said Carl Seitz, LVBCH President.



(L to R: Chris Pruitt, John R. Morahan, Brian Seiz, Aji Abraham, Ashley Russo)

The discussion, moderated by **Ashley Russo, President, ASR Media Productions & Executive Director and Host, The Peak TV**, featured the following executives:

- **John R. Morahan, President, Penn State Health St. Joseph’s**
- **Chris Pruitt, President & CEO, East Penn Manufacturing**
- **Brian Seiz, President, Accredo, Express Scripts**
- **Aji Abraham, Senior Vice President, Capital BlueCross**

“Since the Coalition’s inception, we have been committed to advocating on behalf of employers and bringing the employer voice to the table with providers of healthcare services,” Seitz said, “As the Coalition approaches its 40<sup>th</sup> Anniversary in 2020, this Healthcare Executive Conversation reflects the Coalition’s mission to improve the delivery, cost, and quality of healthcare in our communities through collective employer action and partnerships.”

The Healthcare Executive Conversation was the afternoon highlight of the record attended annual conference, which featured an exhibit area, opportunities for

networking including breakfast and lunch, and the following thought-provoking presentations by national and local healthcare experts:

- **Robert Laszewski, President, Health Policy and Strategy Associates - 2019:**  
The Healthcare Political and Market Landscape
- **Fred Rahmanian, Chief Technology Officer & Shelley Riser, RN, Vice President of Consulting Services and Clinical Innovations, Geneia - Geneia Data Update: Moving From Insights to Action**
- **Yahira Acevedo-Santiago, MD, Physical Medicine and Rehabilitation Physician & Frank Hyland, Executive Director, Good Shepherd - Work-Related Musculoskeletal Injuries & Beyond Limits: The Ekso Bionics Exoskeleton**
- **Deborah Gan, Executive Director, Integrated Account Management, Merck - Exploring the Biosimilar Market Landscape**

#### **About LVBCH**

LVBCH is a multi-state, not-for-profit, coalition of employers striving to provide access to quality affordable healthcare for their employees. The Coalition's mission is to improve the delivery, cost and quality of health care in our communities through: collective employer action; quality and data initiatives; value based purchasing; and, providing forums for the exchange of information, ideas and resources. The Coalition is also a member of the National Alliance of Healthcare Purchaser Coalitions, the National Quality Forum and the Leapfrog Group. For more information, visit [www.LVBCH.com](http://www.LVBCH.com)