



The **Business Coalition on Healthcare**

60 West Broad St. • Suite 105 • Bethlehem, PA 18018
Phone: 610-317-0130 • Fax: 610-317-0142

Employers committed to quality and affordable health care since 1980

www.LVBCH.com

FOR IMMEDIATE RELEASE

For more information, contact:
Tom Croyle
LVBCH
E-mail: tcroyle@lvbch.com

Business Coalition Partners with Consumer Reports Move Expands Members Access to Healthcare Resources

Bethlehem, PA (July 21, 2015) The **Lehigh Valley Business Coalition on Healthcare (LVBCH)** and **Consumer Reports** announce an agreement designating LVBCH as a ***Consumer Reports Health Consumer Partner***.

By combining forces, LVBCH gains access to Consumer Reports' vast array of consumer healthcare information and the various educational campaigns it promotes. The agreement also gives the Coalition co-branding rights in the development of materials and permits the Coalition to link its materials with the Consumer Reports website, all at no cost. Consumer Reports will also work with LVBCH to develop customized materials for its members.

In commenting on the partnership arrangement, Tom Croyle, LVBCH president said, "We are extremely fortunate to be able to partner with such a prestigious name on such an important issue. Unnecessary or duplicative medical services continue to drive up cost. As a ***Consumer Reports Health Communication Partner***, LVBCH has an opportunity to work with hospitals, physicians, employers and health plans in creating high quality outcomes at the best price," said Croyle.

Prior to its designation as a ***Consumer Reports Partner***, LVBCH offered ***Choosing Wisely® Employer Toolkit*** through its affiliation with the National Business Coalition on Health. ***Choosing Wisely®*** promotes conversations between doctors and patients by helping patients choose care that is: supported by evidence, not duplicative of other tests or procedures already received, free from harm and truly necessary. "Partnering with organizations such as LVBCH enables us to get our message and content out to a broad audience at the right time and in the right settings", says Dom Lorusso, Director of Health Partnerships at Consumer Reports. "Our goal is to ensure consumers are engaged with their health providers in discussing their own care".

LVBCH is hosting a Roundtable Session for its members on August 20, 2015 at the Glasbern Inn that will feature a presentation on Consumer Reports and ***Choosing Wisely®*** by **Dom Lorusso** from Consumer Reports. **Mark Wendling, MD** and a team from the Lehigh Valley Health Network will discuss why employers and health plans should partner with health systems that embrace ***Choosing Wisely®***. For more information on LVBCH visit www.lvbch.com and for more information on ***Consumer Reports*** programs visit <http://consumerhealthchoices.org/partners/>.

About LVBCH

LVBCH is a multi-state, not-for-profit, coalition of employers striving to provide the finest health care coverage possible for their employees, in the most economical fashion. 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 Business Coalition on Health, the National Quality Forum and The Leapfrog Group. For more information, visit www.lvbch.com.

About Choosing Wisely

First announced in December 2011, Choosing Wisely is part of a multi-year effort led by the ABIM Foundation to support and engage physicians in being better stewards of finite health care resources. Participating specialty societies are working with the ABIM Foundation and Consumer Reports to share the lists widely with their members and convene discussions about the physician's role in helping patients make wise choices. Learn more at www.ChoosingWisely.org.

About Consumer Reports

Consumer Reports is the world's largest and most trusted nonprofit, consumer organization driving marketplace change to improve the lives and amplify the voices of consumers. Founded in 1936 Consumer Reports has achieved substantial gains for consumers on food and product safety, financial reform, health and other issues. The organization has advanced important policies to cut hospital-acquired infections, prohibit predatory lending practices and combat dangerous toxins in food. Consumer Reports independent testing and rating of thousands of products and services is made possible by its member-supported 50 plus labs, state-of-the-art auto test center and consumer research center. Consumers Union, a division of Consumer Reports, works for pro-consumer laws and regulations in Washington, D.C., the states, and in the marketplace. With more than eight million subscribers to its flagship magazine, website and other publications Consumer Reports accepts no advertising, payment or other support from the companies whose products it evaluates.