

# ***Coalition Recognizes Innovation in the Workplace***

The Coalition is once again proud to recognize those employers and organizations that demonstrate ingenuity and creativity in addressing employee workplace and community health improvements. One such project is the collaborative efforts of **East Penn Manufacturing, Reading Health System, Capital BlueCross** and **Banyan Consulting** in developing 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.



Accepting for their respective organizations were: **Tracy Onorofsky** (Capital BlueCross), **Rick Jones**, Sr. Vice President and CFO (Reading Health System), **Sharon Faust**, Director of Payor Relation (Reading Health System), **Scott Fair** (Banyan Consulting), **David Bowers, M. D.**, Interim Executive Director, Chief Medical Officer (Reading Health Physicians Network), **Bob Johnston** (East Penn Manufacturing), and **Tom Croyle**, president LVBCH.

In presenting the awards, Tom Croyle, LVBCH president, said, “We are excited to be able to recognize this unique effort in Berks County reflecting an innovative approach to improving the health and productivity of the employees of East Penn Manufacturing. We are also pleased to recognize Reading Health System, Capital BlueCross and Banyan Consulting for their role in this collaborative effort.”