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For more information, contact: Carl Seitz
E-mail: seitzc@lvbch.com

Lehigh Valley Business Coalition on Healthcare (LVBCH) Board Announces Advocacy and Navigation Partner – Health Advocate

Bethlehem, PA – The Lehigh Valley Business Coalition on Healthcare (LVBCH) has selected Health Advocate as the Coalition’s Advocacy and Navigation services provider, including Health Advocacy, Engagement Select, Engagement 360, and Population Health Advanced Clinical Advocacy services. In making this selection, the LVBCH Board of Directors has endorsed Health Advocate as a *Preferred Partner for Advocacy and Navigation Services*. This is in addition to being endorsed as LVBCH’s *Preferred Partner for Employee Assistance Program (EAP) Services* and extends the relationship through 2027.

Health Advocate participated in an extensive review process. To earn the Coalition’s Preferred Partner status, they had to demonstrate better plan performance, pricing, or enhanced service capabilities, giving employers benefits and benefit administration options that best meet their needs. Using a market-based approach, the Coalition negotiates rates that are exclusive to its members and better than individual employers could obtain on their own. Health Advocate’s preferred pricing for LVBCH members is available immediately.

“We are proud to expand our partnership with LVBCH as a Preferred Partner for Advocacy and Navigation services and look forward to continuing to serve as a trusted resource for the Coalition’s members and their employees,” said Jeff Cordell, President, Health Advocate. “Together, we’re making healthcare easier to navigate and more effective by combining compassionate support with powerful, data-driven technology – helping members get the right care at the right time.”

“The selection of Health Advocate as the Coalition’s Advocacy and Navigation Partner, continues our commitment to providing programs that address the needs and interests of our employer members,” said Carl Seitz, President, LVBCH. “Health Advocate participated in an extensive review process and was ultimately selected as the Coalition’s Preferred Partner for advocacy and navigation services. This partnership brings new services and support in addition to the behavioral health, work/life services, and negotiated performance guarantees already available to employer members.”

Health Advocate has been helping Americans navigate the complexity of the healthcare system for over 20 years. The result – improved health outcomes, reduced absenteeism and presenteeism, and lower costs. Health Advocate’s Health Advocacy service is the

foundation for Health Advocate's program. It provides a full range of health advocacy and assistance to employees and family members, helping them navigate the often complex healthcare system.

Health Advocate is able to provide Advocacy and Navigation services, including Core Advocacy, Engagement Select, Engagement 360, and Population Health Advanced Clinical Advocacy services, including the following available to LVBCH employer members:

- **Health Advocacy** provides members with one-on-one support from a Personal Health Advocate to navigate healthcare and benefits. Services include help with claims, billing issues, fee negotiations, and prescription savings. Members can locate high-quality providers using the physician locator and receive complex care coordination. All services are available through a user-friendly website and mobile app.
- **Engagement Select** enhances access by serving as a centralized benefits gateway. Members can connect via phone, web, or mobile app to receive concierge-style support and explore self-guided digital wellness tools. Real-time alerts and notifications keep them engaged, while employers benefit from detailed reporting on usage and trends.
- **Engagement 360** adds a data-driven layer to engagement, integrating claims and pharmacy data to identify health risks and care gaps. Personalized outreach through multiple channels drives member action, and dashboards provide real-time insight for advocates and employers. Health coaching is triggered based on care gaps, improving outcomes and lowering costs.
- **Population Health with Advanced Clinical Advocacy** supports those with chronic or complex conditions. Members receive nurse-led case management, behavioral health support, and wellness coaching. Predictive analytics identify high-risk individuals for early intervention, while access to expert second opinions ensures confident, informed treatment decisions.

Coalition purchasing programs are available directly to employer members, and also through our members' consultant and broker representatives, which is an integral part of LVBCH's membership recruitment. Employers are encouraged to contact their consultant/broker or LVBCH to learn more about our purchasing programs. For more information, visit www.lvbch.com or www.healthadvocate.com.

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.

About Health Advocate

We care for our members in all ways. Always. Health Advocate offers an innovative whole-person health and well-being experience designed to help people navigate the healthcare system while reducing confusion and point solution fatigue. This unique approach incorporates five core services that can be seamlessly integrated together to help our millions of members and their employers achieve better health, lower costs, and create a culture of health and well-being where everyone thrives, no matter what challenges they may be facing.

Our team of nearly 2,000 compassionate, knowledgeable Personal Health Advocates provides personalized and HIPAA-compliant concierge support, backed by powerful predictive data analytics and a proprietary technology platform, to educate, engage and advocate for our members and help guide them toward better health.

For more information, visit our new website at www.HealthAdvocate.com and follow us on [LinkedIn](#), [Facebook](#) and [X](#).

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