

IMMEDIATE RELEASE

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LVBCH Board Announces Health Plan Partners for 2019

Bethlehem, PA (December 10, 2018) The Lehigh Valley Business Coalition on Healthcare (LVBCH) has selected **Capital BlueCross** and the **Geisinger Health Plan** to administer the Coalition's self-funded health plans for large and mid-sized employers. In making the selection, the LVBCH Board of Directors has endorsed Capital BlueCross and the Geisinger Health Plan as "**Preferred Partners.**"

To earn the Coalition's Preferred Partner status, the plans participated in an extensive review process. According to LVBCH, the plans selected as Preferred Partners have demonstrated better plan performance, pricing, or enhanced service capabilities, giving employers more flexibility to select plan administrators 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. The new pricing will become available to Coalition members beginning January 1.

According to Carl Seitz, Coalition President, "The plans endorsed by the Board scored high in the National Alliance of Healthcare Purchaser Coalitions' *eValue8*[™] process, which measures and evaluates health plan performance. The results of the evaluation verified that Capital BlueCross and the Geisinger Health Plan share the Coalition's goals for improving quality, patient safety, transparency, and efficient care delivery. In addition, the endorsed plans offer exclusive pricing and service options for Coalition members, yielding significant savings for employers."

"With health insurance rates continuing to rise, the Coalition is helping employers hold down their costs through these purchasing initiatives," Seitz said. "We are extremely pleased to join these respective partners in bringing value to area employers."

Coalition plans are available to the broker community, which is an integral part of LVBCH's membership recruitment. Employers considering self-insured plans are encouraged to contact their brokers or LVBCH and ask about Coalition programs.



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 LVBCH.com.

About Capital BlueCross

Capital BlueCross, headquartered in Harrisburg, is the leading health solutions and insurance company in the Lehigh Valley. A partner in the community's health for more than 80 years, Capital BlueCross offers health insurance products, services, and technology solutions that provide peace of mind to consumers and promote health and wellness for customers. For more information visit capbluecross.com

About Geisinger Health Plan

Geisinger Health Plan, begun in 1985, is headquartered in Danville, Pennsylvania. The plan serves nearly 600,000 members in Pennsylvania. Coverage is available for businesses of all sizes, individuals and families, Medicare beneficiaries, Children's Health Insurance Program and Medical Assistance recipients. For more information, please visit GeisingerHealthPlan.com.