

40 Years

# LEHIGH VALLEY BUSINESS COALITION ON HEALTHCARE



Pictured from left: Lori Young, treasurer (Crayola, LLC), Jack Gross, secretary (Gross McGinley LLP), Jeannine O'Callaghan, vice chair (CF Martin Guitar & Co, Inc.) Eileen Zielinski, chair (PPL), Carl Seitz, president, LVBCH



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## HELPING BUSINESSES NAVIGATE HEALTHCARE CHALLENGES

**LEHIGH VALLEY BUSINESS COALITION ON HEALTHCARE (LVBCH) HAS REMAINED CONSTANT** in a sea of unprecedented change helping employers navigate seismic changes to improve the delivery, cost and quality of healthcare in our communities.

Founded Oct. 1, 1980, LVBCH is the brainchild of a group of 44 employers who came together to address the rising costs of providing health care to employees, with a founding goal of employers to be more involved in how they could affect the healthcare system.

Those same core issues are even more relevant today. Employer costs continue to rise, and employees are continually asked to shoulder more of the expenses related to premiums, deductibles, and co-pays.

“Expansion as well as consolidation in the region is also unprecedented - in hospitals, healthcare mergers and acquisitions and in urgent care centers,” said LVBCH President Carl Seitz.

“LVBCH helps employers come together to pool and leverage their combined purchasing power and is a recognized leader in efforts to provide access to quality and cost-effective health care,” he said.

Among fast-paced advances and changes controlling prices for quality health care services, pharmacy benefits to employees continue to evolve.

Providing health care insurance coverage is typically the second most costly expense in a business budget after salaries, and understanding the options requires knowledgeable resources. “The Coalition identifies preferred purchasing partners for medical, pharmacy, dental, vision, and other health care related benefits for employees,” Seitz said.

While there is might in group purchasing power for health care benefit plans, the heart of LVBCH’s mission is to provide an avenue to impact the system through quality education and advocacy.

LVBCH offers educational sessions throughout the year

on timely health care topics and brings together speakers to provide local as well as regional and national perspectives. The 40th Anniversary lineup features the following programs:

The 7th Annual Symposium “Moving the Needle on Costs: What Employers are Doing to Fix Healthcare” explores value-based healthcare benefits, direct contracting models and initiatives targeting pharmacy cost control.

The 40th Anniversary Annual Conference “Celebrating 40 Years of Employers for Leadership and Value in Healthcare” includes a keynote presentation from Col. Nicole Malachowski, the first woman Thunderbird pilot, as well as author Martin Makary, M.D., and Rep. Charlie Dent.

LVBCH’s 3rd Annual Documentary screening of “Bleed Out” explores the human and financial costs associated with medical errors.

The 40th Anniversary Educational Roundtable Series “What Employers Need to Know About Health Care Policy” includes sessions on proposed policies including Medicare for All, updates related to pharmaceuticals, opioids and marijuana, and a 2020 election overview.

“We focused on what employers need to know about health care policy to encourage dialogue, empower employers to have internal conversations and to be proactively prepared, no matter what the outcome,” Seitz said.

From HMOs to the Affordable Care Act (Obamacare), the American Health Care Act (Trump Care), and proposals like Medicare for All, health care policy remains an important factor in benefit costs and the ability of employers to provide them, Seitz said.

The more things change, the more things stay the same. Currently representing over 240 members LVBCH’s 40 years of advocacy experience on behalf of employers and employees has helped the Coalition achieve a reputation as one of the most successful health care focused employer coalitions in the nation.

1980	Volunteers	Robert Ivancevich, Executive Director & Edward Donley, Air Products	None	Two counties in PA
&	EMPLOYEES	TOP EXECUTIVE & BOARD CHAIR	PROGRAMS OFFERED	GEOGRAPHY COVERED
2020	4	Carl Seitz, President & Eileen Zielinski, PPL	Medical, Dental, Vision, Prescription Drug and more	21 counties in PA and 14 states