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FOR IMMEDIATE RELEASE

Lehigh Valley Business Coalition on Healthcare to Host 41st Annual Conference

Nationally recognized experts, Dr. Don Berwick and Craig Kramer, join LVBCH to discuss progression in healthcare and mental health.

Bethlehem, PA (March 31, 2021) - The Lehigh Valley Business Coalition on Healthcare (LVBCH) will host its 41st Annual Conference virtually beginning Tuesday, May 4, 2021 through Thursday, May 6, 2021 from 11 AM - 1 PM each day. The three-day event will feature keynote speakers and panelists discussing the future of healthcare, pharmacy, benefits and mental health and offer networking opportunities for attendees.

Don Berwick, MD, former Administrator of the Centers for Medicare and Medicaid Services and Founding CEO of the Institute for Healthcare Improvement, and Craig Kramer, Mental Health Ambassador and Chair of the Global Campaign for Mental Health at Janssen R&D, will present keynote addresses on Tuesday, May 4 and Thursday, May 6, respectively. Berwick's address, titled "The Moral Determinants of Health," discusses the investment needed in human well-being, including a strong sense of social solidarity. Kramer's presentation will offer marketplace strategies and prepare attendees to be leaders in this era he coined 'the mental health moment.'

"We are facing a staggering mental health crisis that impacts every person, family, and business. According to the United Nations, mental health is the 'crisis within the crisis' of COVID-19," said Craig Kramer, keynote speaker and Mental Health Ambassador. "We'll talk about the critical role that every individual and organization can play in addressing the mental health challenge."

Four panel discourses will take place over the three days seeking to empower attendees to further the keynote discussions, engage with LVCBH purchasing partners, and share thoughts and ideas. The first panel on Tuesday, May 4, Innovations in Healthcare, will reflect on Berwick's keynote and discuss local progress in healthcare. The second and third panels on Wednesday, May 5, Innovations in Pharmacy and Innovations in Employee Benefits, feature LVBCH partners and will present topics on maximizing employer and member benefits. The final panel, Innovations in Mental Health, follows Kramer's presentation on the subject. Panels include speakers from BSI, AmeriHealth Administrators, Capital Blue Cross, Lehigh Valley Health Network, St. Luke's University Health Network, Express Scripts, WellDyne, Univest, United Concordia, KidsPeace and more.

(more)

“The LVBCH 41st Anniversary Conference represents a return to normalcy. It is a privilege to welcome nationally renowned keynote speakers, Dr. Don Berwick and Craig Kramer, who are sure to spark thought-provoking discussions between our expert panelists and audience alike.” said Carl Seitz, President of LVBCH. “LVBCH brings the feel of in-person networking to the virtual setting using the Remo networking platform. We hope the opportunity to connect with colleagues, allows all to re-engage with each other and our shared mission to improve healthcare in our community.”

Conference attendees can choose to participate on one or more event days. More information, event agendas, panelist speakers and a link to register can be found at www.LVBCH.com.

Interview opportunities are available.

Members of the press who would like to attend are asked to notify Tina Hasselbusch (tina@socialtmarketing.com) and can register online.

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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.