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## **Lehigh Valley Business Coalition on Healthcare (LVBCH) Board Announces Extended Partnership with BeneFIT Corporate Wellness**

**Bethlehem, PA** – The Lehigh Valley Business Coalition on Healthcare (LVBCH) announced their extended partnership with BeneFIT Corporate Wellness (BeneFIT), a service line of Populytics, as *Preferred Partner for Health Education and Wellness*. Populytics is a wholly owned subsidiary of Lehigh Valley Health Network (LVHN).

To earn the Coalition’s Preferred Partner status, BeneFIT 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. BeneFIT’s preferred pricing for LVBCH members is available immediately.

“We know that healthier employees are critical to an organization’s success, and we are pleased to be able to bring our wellness services to LVBCH members with a preferred pricing incentive,” said Kristin Behler, MPH, MCHES®, Director, Health Promotion and Wellness.

“The continued relationship with BeneFIT Corporate Wellness supports our commitment to providing programs that address the needs and interests of our employer members,” said Carl Seitz, President, LVBCH. “This partnership brings exclusive health education and wellness services and discounts to LVBCH employer members.”

BeneFIT, a service of Populytics, Inc, will provide LVBCH members a complimentary strategic wellness consultation, including a needs and interest survey, a 1-hour consultation based on the results, and an exclusive discount on additional BeneFIT services.

Some of the health promotion and wellness services BeneFIT can provide to LVBCH employer members include:

- Strategic wellness consultation
- Health coaching
- Wellness portal
- Wellness challenges
- Health fairs & screenings

- Expert presentations

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](http://www.lvbch.com).

**Meet BeneFIT Corporate Wellness, at the LVBCH 43<sup>rd</sup> Annual Conference on May 17, 2023 at DeSales University.**

BeneFIT Corporate Wellness / Populytics will be exhibiting as a Platinum Sponsor of the event. Register now at [www.lvbch.com](http://www.lvbch.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](http://www.LVBCH.com).

**About BeneFIT Corporate Wellness**

BeneFIT is the corporate wellness division of Populytics, Inc., a leading total well-being provider and subsidiary of Lehigh Valley Health Network (LVHN). BeneFIT offers a full suite of wellness services to companies throughout the East Coast and across the country. A comprehensive team of certified health coaches and educators facilitate services and programs for employers of any size, location, and health plan. BeneFIT has been NCQA-Accredited since 2012 in Wellness and Health Promotion, Accredited in Population Health Programs since 2020, and all of its coaches are certified or board certified in health and wellness coaching.

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