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LVBCH Announces New Vision Partner EyeMed selected as “Preferred Partner”

Bethlehem, PA May 20, 2019 – The Lehigh Valley Business Coalition on Healthcare (LVBCH) has selected EyeMed as its new vision plan partner. In making the selection, the LVBCH Board of Directors has endorsed EyeMed as a "Preferred Partner".

To earn the Coalition's Preferred Partner status, EyeMed participated in an extensive review process. EyeMed offers LVBCH members the largest vision network, enhanced product features, preferred pricing, along with award winning customer service. This partnership provides LVBCH's employer members more flexibility to customize a vision plan that best meets their needs.

Using a market-based approach, the Coalition negotiates rates that are exclusive to employer members and better than individual employers could obtain on their own.

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 EyeMed

Cincinnati, Ohio-based EyeMed Vision Care, the fastest-growing vision benefits company in the U.S., is dedicated to helping members achieve better, healthier vision by giving them access to qualified doctors and the most expansive network of providers including LensCrafters, Pearle Vision and Target Optical. EyeMed's client family is over 18,000 strong and covers more than 55 million Americans in funded vision plans. As a proud part of Luxottica Group, a global leader in eye care and eyewear, EyeMed is also a sponsor of OneSight – a charitable program dedicated to improving vision through outreach, research and education – where associates share in their passion to preserve eyesight around the world. For more information visit www.eyemed.com.

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