

FOR IMMEDIATE RELEASE

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## **Capital Blue Cross Partnership Generates Savings for Coalition Employers**

**Bethlehem, PA** – The ongoing partnership between the Lehigh Valley Business Coalition on Healthcare and Capital Blue Cross is generating nearly \$1.5 million a year in healthcare savings to participating Coalition employer members.

The LVBCH and Capital Blue Cross have a preferred partnership that ensures Coalition members can benefit from Capital’s high-quality, cost-efficient group health insurance. Capital also collaborates with the Coalition to develop programs and services that specifically benefit LVBCH members.

“Since we began our preferred partnership in 2013, Capital Blue Cross has been going the extra mile to ensure LVBCH members receive the highest-quality coverage at the most affordable cost,” said Capital Blue Cross Senior Vice President of Commercial Group Sales Jack Jaroh. “In just the last year alone, we have helped save Coalition member companies nearly \$1.5 million in healthcare fees, and we look forward to continuing to provide savings in 2022 and beyond.”

LVBCH grants preferred partner status to health insurers that demonstrate better plan performance, pricing, or enhanced service capabilities, giving employers who belong to the Coalition more flexibility to select healthcare coverage that best meets the needs of their businesses and employees.

“Since the beginning of the pandemic, Coalition members have been facing unprecedented economic challenges,” said Carl Seitz, President, LVBCH. “By extending our partnership with Capital Blue Cross, we not only continue to provide access to high-quality healthcare, but are now delivering \$1.5 million in additional savings a year, at a time when it matters most to Lehigh Valley employers, employees, and their families.”

LVBCH includes more than 250 member companies representing approximately 150,000 employees and more than 300,000 member lives.

### **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 Capital Blue Cross**

Capital Blue Cross serves a 21-county region in Central Pennsylvania and the Lehigh Valley by offering health insurance products, services and technology solutions that provide peace of mind to consumers and promote health and wellness for our members. The company delivers innovative solutions through a family of diversified businesses to create healthier lives and lower healthcare costs. Among these solutions are patient-focused care models, leading-edge data analytics and digital health technologies. Additionally, Capital Blue Cross Connect health and wellness centers provide in-person service and inspiration to help people reach their health goals. Capital Blue Cross is an independent licensee of the Blue Cross Blue Shield Association.

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