



**SPONSORSHIP  
OPPORTUNITIES  
2021**

To provide a *FORUM* and a *VOICE* for the business community on  
*HEALTHCARE* through *COLLABORATION* among stakeholders

Event sponsorship is a powerful way to support the Central Penn Business Group on Health and our mission of promoting the continuous improvement in the quality and cost of healthcare for our member companies, their employees and covered dependents. Sponsorship allows CPBGH to continue to offer events featuring both regional and national thought leaders focused addressing the healthcare challenges facing our region. CPBGH event sponsors also benefit from their support of CPBGH. Not only do sponsors have the ability to build brand awareness and recognition but they also have a prime opportunity to directly market goods and services to our members.

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# ABOUT US



*Supporting Employers in*  
Adams, Berks, Cumberland, Dauphin,  
Lancaster, Lebanon and York Counties.



The Central Penn Business Group on Health was founded as the Lancaster County Business Group on Health by a group of county employers in 1984 and is an affiliate of The Lancaster Chamber. Founding members were concerned about the cost and quality of healthcare and formed the organization to create awareness and solutions. In 2017, the organization expanded its reach to include employers in Adams, Berks, Cumberland, Dauphin, Lebanon and York Counties. The expansion was a direct result of the changing healthcare landscape in Central Pennsylvania.

The membership of the Central Penn Business Group on Health crosses public and private sectors and represents more than several hundred thousand employees and their covered dependents. We represent a wide variety of employers – small and large, union and non-union as well as a wide variety of industries. Our mission is to promote the continuous improvement in the quality and cost of healthcare for our members, their employees and covered dependents.

The Central Penn Business Group on Health is recognized as a resource and advocate for high quality, cost effective healthcare in our region; working to help local businesses cope with the challenges associated with the healthcare benefits they provide to their employees. We share real time information employers can use to make educated decisions about the plans they offer as well as educational and networking forums for companies to learn from one another about market offerings designed to improve the cost and quality of care received.

CPBGH promotes a collaborative dialogue among all the healthcare stakeholders – purchasers, insurers, medical providers and brokers. We monitor legislative issues and advocate for reform on such issues as price transparency. We also believe strongly in our role as the data aggregator for our region which supports our vision of providing a forum and a voice for the business community on healthcare.

# LEGAL UPDATE & PLAN DESIGN CONSIDERATIONS



The CPBGH Legal Update was originally created to help employers navigate the legal requirements imposed on them by the ACA. The ACA had a monumental impact on healthcare benefits as employers worked to provide required coverage within the designated parameters. As the law was implemented and then was modified, our emphasis changed to ACA compliance and challenges employers faced as they focused on the delivery of high-quality, cost effective care. If we fast forward to today, and the Covid-19 virus, employers are faced with new regulations created by the CARES Act and are now confronted with the challenges associated with providing healthcare benefits during a pandemic. The need for legal guidance has never been greater!

In addition to the ever-changing legal landscape, employers are also looking for ways to tailor their benefit offerings to meet the needs of their workforce. There is a plethora of benefit offerings in the market designed to target chronic diseases and improve worker health. What works and what does not sometimes seem to be a mystery! These new product offerings and delivery system changes do offer opportunities for savings, but they also bring with them new challenges for the employers who offer them.

So, in addition to an update on the rules and regulations, Eric Athey and Renee Lieux from McNees Wallace and Nurick LLC will walk us through the updates and then lead us through an interactive discussion of emerging best practices, legal landmines, and other issues facing employers who seek innovative solutions to their health plan needs.





## OBJECTIVES

- Update employers on changes to laws that regulate healthcare benefit plans
- Provide insights into new tools and resources being used by area employers to control healthcare costs
- Advice on how to utilize new delivery systems and cost-saving tools while also maintaining plan compliance

## AUDIENCE

This event is well attended and draws an excellent mix of business leaders, executive level business professionals, local government, benefit managers and human resources professionals.

## DATE & VENUE

February 11, 2021

Location to be determined

## COST

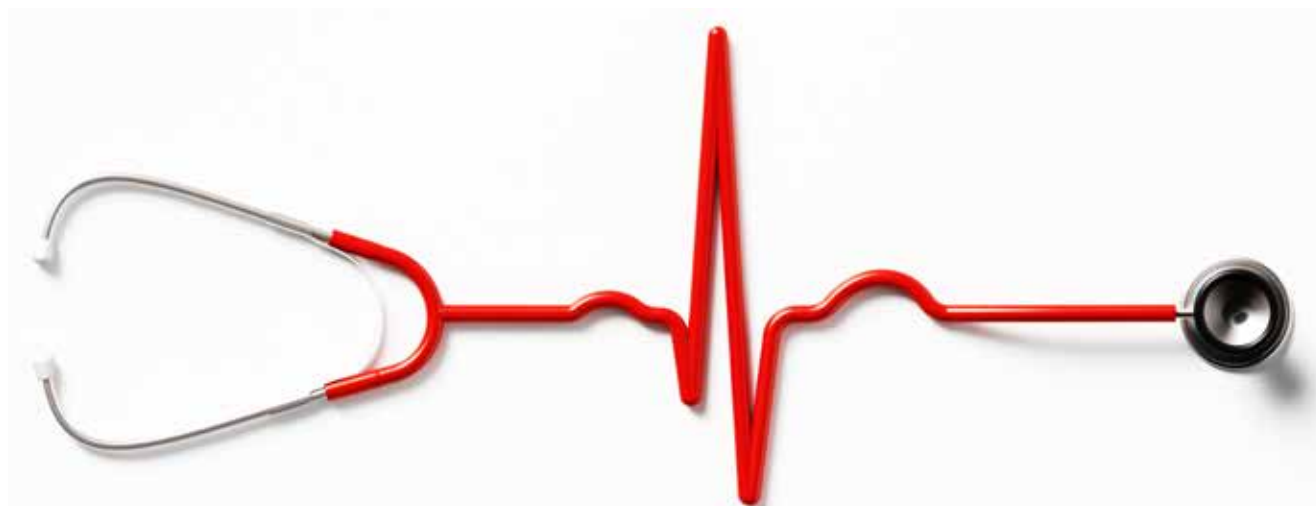
Title Sponsor.....	\$ 5000
Gold Sponsor.....	\$ 2500
Silver Sponsor .....	\$ 1500
Bronze Sponsor.....	\$ 1000
Speaker Sponsor.....	\$ 750
Media Sponsor.....	\$ 500



# HEALTH SUMMIT

## 2021 Health Summit

The **Decline** of Life Expectancy and What Can Be Done in a Post-COVID19 World



The Health Summit is a partnership between the Central Penn Business Group on Health and LiveWell Lancaster. It is designed to bring together the business community and other community partners to promote better health in our community. Each year, we focus on a different aspect of health and tie the issue to community resources available to affect change. This event will be held May 27, 2021 and also includes exhibitor opportunities.

At this event, we will also be presenting the annual Well Workplace Awards. Awards will go to both large and small employers in our community who have focused on improving the health of their workforce as demonstrated through their completed CDC scorecard.



## OBJECTIVES

- Educate audience on issue affecting our community
- Identify community resources available to affect change
- Focus on tools and resources available to employers to meet the needs of their workforce

## AUDIENCE

This event is well attended and draws an excellent mix of community service organizations, business leaders, executive level business professionals, local government, benefit managers and human resources professionals.

## COST

Title Sponsor.....	<b>SOLD!</b>
Gold Sponsor.....	<b>\$ 6000</b>
Silver Sponsor .....	<b>\$ 3000</b>
Bronze Sponsor.....	<b>\$ 1500</b>
Speaker Sponsor.....	<b>\$ 1000</b>
Media Sponsor.....	<b>\$ 750</b>

## DATE & VENUE

May 27, 2021

PA College of Health Sciences  
850 Greenfield Road  
Lancaster, PA 17601



# HEALTHCARE FORECAST BREAKFAST



Our 22nd Annual Forecast Breakfast will be held in October of 2021 and will feature healthcare experts discussing key policy issues and trends that will continue to impact the healthcare benefits offered by area employers. We will also provide attendees with the results of the 2021 Survey of Healthcare benefits which is a joint effort between the Central Penn Business Group on Health and the Lancaster Chamber. This program is designed to provide attendees with insight into the benefits offered by area employers, the challenges faced in benefit delivery, the impact of the Covid-19 virus on healthcare delivery and the provider, carrier and employer response to changes in healthcare delivery.

The 2020 breakfast focused on Healthcare Delivery during the Covid-19 Pandemic: Cost and Quality During the New Normal. We started very globally with a keynote address from David Chase, CEO and founder of Health Rosetta who focused on “How Healthcare Stole the American Dream and What We Need to do to get it Back”. Attendees then heard from a panel of local experts, including: Jaan Sidorov, MD, CEO and President, Care Centered Collaborative, Salim Saiyed, Vice President, Chief Medical Officer, UPMC Pinnacle, Gerald Walsh, Vice President, Provider Contracting & Relationships Highmark Blue Shield and Dr. Jennifer Chambers, Chief Medical Officer & SVP, Capital Blue Cross.

Program focus and content is established annually based on the issues of the day.





## OBJECTIVES

- Share the results of the 2021 Healthcare Benefits Survey to identify plan costs and trends in the region
- Provide employers with insights into “what’s next”
- Hear from area thought leaders on their perspective for future changes and delivery options

## AUDIENCE

This event is well attended and draws an excellent mix of business leaders, executive level business professionals, local government, benefit managers and human resources professionals.

## DATE & VENUE

October 14, 2021

Location to be determined

## COST

Title Sponsor.....	\$ 5000
Gold Sponsor.....	\$ 2500
Silver Sponsor .....	\$ 1500
Bronze Sponsor.....	\$ 1000
Speaker Sponsor.....	\$ 750
Media Sponsor.....	\$ 500



# 2021 SPONSORSHIP OPPORTUNITIES

## Title Sponsor

- Company logo will appear with event title
- Sole sponsor in this category
- Address the audience at the start of the event
- Opening promotional video at the start of the event
- Company banner prominently displayed
- Six-foot skirted table for business display
- Eight (8) program registrations with preferred seating
- Company logo printed on program cover or full back page Ad
- Company logo printed in event program (large logo)
- Verbal and printed recognition at event
- Sponsor greeters at all event entrances (if desired)
- E-mail broadcast promotion
- Newsletter and Website recognition
- PowerPoint Ad during breakfast
- Pre/post event with speakers and invited guests (if available)
- Company brochure insert/or table

## Gold Sponsor

- Company banner prominently displayed
- Six-foot skirted table for business display
- Six (6) program registrations with preferred seating
- Company logo printed in event program (large logo)
- Verbal and printed acknowledgement at event
- Sponsor greeters at all event entrances (if desired)
- Website recognition
- E-mail broadcast promotion
- PowerPoint Ad during breakfast
- Pre/post event with speakers and invited guests (if available)
- Company brochure insert/or table
- Full page company advertisement

## Silver Sponsor

- Four (4) program registrations with preferred seating
- Company logo printed in event program (large logo)
- Verbal and printed recognition at event
- E-mail broadcast promotion
- Website recognition
- PowerPoint Ad during breakfast
- Pre/post event with speakers and invited guests (if available)
- Half-Page company advertisement

## Bronze Sponsor

- Three (3) program registrations with preferred seating
- Company logo printed in event program (large logo)
- Verbal recognition at event
- E-mail broadcast promotion
- Website recognition
- PowerPoint Ad during breakfast
- Pre/post event with speakers and invited guests (if available)
- Half-Page company advertisement

## Speaker Sponsor

- Two (2) program registrations
- Company logo printed in event program (small logo)
- PowerPoint Ad during breakfast
- Pre/post event with speakers and invited guests (if available)
- Half-Page company advertisement

## Media Sponsor

- Two (2) program registrations
- Company logo printed in event program (small logo)
- PowerPoint Ad during breakfast

## Ala cart

- Exhibitor
- Full page ad
- Company brochure insert /or table
- 1/2 page ad

**REGISTER ONLINE:**  
**<https://www.cpbgh.org>**

# ONLINE LEARNING



The Central Penn Business Group on Health offers online education to give members easy access to resources designed to provide solutions to ongoing healthcare challenges and help educate members about the complexities of employer sponsored healthcare.

**Events will fall into one of 2 categories:**

- Vendor educational events
- Classroom/workbook events

**Sponsorship costs:**

**Classroom/Workbook event.....\$500**  
**Vendor educational events.....\$1000**

**Sponsorship Includes:**

- Verbal announcement at beginning and end of event
- Power point slide on screen at beginning and end of presentation
- Logo included in all email marketing materials

# CLASSROOM

The Central Penn Business Group on Health will offer classroom events to address timely issues affecting healthcare benefits and healthcare delivery in our region. These events will be created throughout the year based on sponsor support and the need to explore the subject matter. Consideration will also be given to hosting events throughout the region that we serve to build awareness to our mission and vision. If interested in hosting an event please contact Leslie Wireback at 717-239-6954 or [lwireback@cpbgh.org](mailto:lwireback@cpbgh.org)

# EMPLOYER NETWORKING BREAKFASTS



Employer Networking Breakfasts are a great chance to meet and discuss relevant healthcare topics with peers. These events host a short topical presentation and then allow time for open discussion between employers as to how the topic has impacted their organization. Employers leave with insight into how their peers are handling the tough challenges and some tried and true techniques for success.

The first breakfast is scheduled for March of 2021 and a second will be scheduled for August of 2021. The sessions are typically offered to EMPLOYERS only. CPBGH Employer members are invited to attend free of charge and non-member employers may attend for a nominal fee. The events are held from 8 am – 10 am and this year will be located either Virtually or at the Lancaster Chamber offices, 115 East King Street, Lancaster, PA

## **Sponsorship costs:**

**Sponsor Fee Per Event.....\$750**

- Verbal Recognition at the event
- E-mail Broadcast Promotion
- Website Recognition
- PowerPoint Ad during break
- Address audience at start of event



# THANK YOU TO OUR 2020 SPONSORS FOR THEIR SUPPORT!

## Title Sponsors:



**innovu**<sup>®</sup>  
*Empowering the Data Driven Organization<sup>®</sup>*

**Trustmark**  
benefits beyond benefits



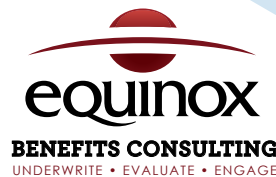
## Gold Sponsors:



## Silver & Bronze Sponsors:



## Media & Networking Sponsors:



## Online Sponsors:



# SHARE, LEARN & CONNECT

## Central Penn Business Group on Health Members:

AblePay Health LLC  
 Activate Healthcare  
 Acuity Advisors and CPAs, LLP  
 Aetna  
 AIA, Alera Group  
 Allen Middle School  
 Annville-Cleona School District  
 AP Benefit Advisors, LLC  
 APR Supply Company  
 Behavioral Healthcare Corporation  
 Bell & Evans  
 Benchmark Construction  
 Benecon  
 Bomberger's Store  
 Brook Ledge & Xpressway  
 Brown & Brown Insurance  
 BSI Corporate Benefits  
 Burnham Holdings, Inc.  
 Byrnes Health Education Center  
 Campus Eye Center  
 Capital Blue Cross  
 Cargas Systems Inc.  
 Cedar Cliff High School  
 Central York School District  
 CHI St. Joseph Children's Health  
 Chroma Acrylics, Inc.  
 City of Lancaster  
 COBYS Family Services  
 Cocalico School District  
 Columbia Borough School District  
 Columbia Motor Parts, Inc.  
 Commonwealth Fire Protection  
 Community Services Group  
 Compass Mark  
 Conestoga Valley School District  
 Conestoga Wood Specialties Corp.  
 Conrad Siegel Actuaries  
 Cornwall-Lebanon School District  
 CovenantMD, LLC  
 Crescent Industries  
 Crossroads Middle School  
 Cumberland Perry Area Vocational Technical Schools  
 Donegal School District  
 Dover Area School District  
 Eastern Lancaster County School District  
 Eastern Lebanon County School District  
 Eastern York School District  
 ECI Group  
 ELAP Services, LLC  
 Electron Energy Corporation  
 Elizabethtown Area School District  
 Engle-Hambright & Davies, Inc.  
 Engle Printing & Publishing Co, Inc.  
 Ephrata Area School District  
 Equinox Benefits Consulting  
 Everence Financial Advisors  
 Fairfield Area School District  
 Fairview Elementary School  
 Fishing Creek Elementary School  
 Fizika Group, LLC  
 Franklin County CTC  
 Fulton Financial Corporation

Gettysburg Area School District  
 Gettysburg Cancer Center  
 Glick Fire Equipment  
 Greencastle-Antrim School District  
 Hanover Public School District  
 Harrington Hoists  
 Hays Companies  
 Hempfield School District  
 Herr Foods, Inc.  
 High Company LLC  
 Highland Elementary School  
 Highmark Blue Shield  
 Hillside Elementary School  
 Horst Group  
 Hospice & Community Care  
 Industrial Piping Systems, Inc.  
 InGroup Associates  
 Innovu  
 Integrated Behavioral Health  
 InteriorsHome  
 JF Martin Family Corporation  
 Kairos Health Systems  
 Kalas Manufacturing  
 Keystone Custom Homes  
 La Academia Partnership Charter School  
 Lampeter-Strasburg School District  
 Lancaster Area Sewer Authority  
 Lancaster Cancer Center  
 Lancaster City & County Medical Society  
 Lancaster County Career and Technology Center  
 Lancaster Health Center  
 Lancaster Mold, Inc.  
 Lancaster-Lebanon IU 13  
 Landis Communities  
 LCSWMA  
 Lebanon County Career & Technology Center  
 Lebanon School District  
 Lift-All Company, Inc.  
 Lift, Inc.  
 Lincoln Benefit Trust  
 Lincoln Intermediate Unit  
 Listrak, Inc.  
 Lockton Companies  
 Longeneckers Hardware  
 Longenecker's Hatchery, Inc.  
 Lower Allen Elementary School  
 LR Webber Associates, Inc.  
 M&T Bank  
 Manheim Central School District  
 Manheim Township School District  
 Mazzitti and Sullivan EAP Services, Inc.  
 McConkey Benefits  
 McNees Wallace & Nurick, LLC  
 Merck  
 Meridian Products  
 MGS, Inc.  
 Murray  
 Newberry Elementary School  
 New Cumberland Middle School  
 Northeastern School District  
 Northern Lebanon School District  
 Northern York School District

Novo Nordisk  
 Orthopedic Associates of Lancaster  
 OSS Health  
 PA Health Advocates  
 Palmyra Area School District  
 PCI, Inc.  
 PDQ Manufacturing  
 Penn Manor School District  
 Penn Medicine / Lancaster General Health  
 Penn State Health  
 Pennsylvania Medical Society  
 Pequea Valley School District  
 Physicians' Surgery Center  
 Pivot Physical Therapy  
 Preferred Health Care  
 Prevention Health Screenings  
 Ranck Plumbing, Heating & AC  
 Red Land High School  
 Red Lion Area School District  
 Red Mill Elementary School  
 Recovery InSight Inc.  
 Rossmoyne Elementary School  
 Samaritan Counseling Center  
 Sauder's Eggs  
 School District of Lancaster  
 Sechan Electronics, Inc.  
 Sholley Agency, Inc.  
 Solanco School District  
 South Eastern School District  
 South Western School District  
 Southern York School District  
 Spring Grove Area School District  
 Stauffers of Kissel Hill  
 Superior Plastic Products  
 Susquehanna Valley Women's Health Care  
 Tel Hai Retirement Community  
 The Stewart Companies  
 The Wenger Group  
 Trustmark  
 Tuscarora School District  
 UPMC Pinnacle Lancaster  
 Upper Adams School District  
 URL Insurance Group  
 USI Insurance Services  
 Utz Quality Food LLC  
 Warwick School District  
 Washington Heights Elementary School  
 Water Street Ministries  
 WellSpan Health  
 Welsh Mountain Health Center  
 West Shore School District  
 Wohlsen Construction  
 York City School District  
 York County School of Technology  
 York Suburban School District  
 York Traditions Bank

# SPONSORSHIPS

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Best way to be a sponsor is to register on-line: <https://www.cpbgh.org>

## CONTACT

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**Laura Mscisz**

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Ph: 717-696-6211

Email: [lmscisz@cpbgh.org](mailto:lmscisz@cpbgh.org)

Sharing office space with the  
Lancaster Chamber

115 East King Street  
Lancaster, PA 17602

