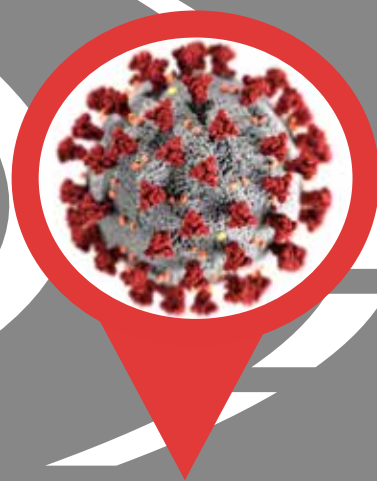




# ANNUAL REPORT 2020



Collaboration Among Stakeholders to Deliver  
High Quality, Reasonable Cost, Healthcare Solutions



## MESSAGE FROM THE EXECUTIVE DIRECTOR LESLIE WIREBACK, MBA

As I start this message and reflect on 2020, it is amazing to think of where we were at this time last year and how none of us could have predicted what was yet to come in the year ahead. Healthcare has been in the forefront for many years focusing on cost, access and quality. With the pandemic due to the coronavirus, these factors remain top of mind. And add to it the concern for mental health and well-being and it reinforces why the Central Penn Business Group on Health exists. We are here to provide a forum and a voice for the business community on healthcare through collaboration among stakeholders. In 2020, that forum became virtual and we pivoted all of our educational sessions and events to meet that need. We postponed only one event, the Health

Summit, which was a collaborative decision with Live Well Lancaster. However, we also added numerous educational sessions to support employers responding to the pandemic. Because of that shift, we had record event attendance in 2020, and are proud of the content provided and the forum for discussions that were created!

The year also brought changes internally, as I started my role as the new Executive Director in November 2020 and Diane Hess retired December 31, 2020. We are grateful for Diane's dedication and contributions to continue to move healthcare education and advocacy forward during her tenure, and wish her all the best in retirement.

As we start 2021, we are excited to kick off a new series on Mental Health and Well-Being in addition to our other core offerings of Data Reveals, Legal Update, Healthcare Forecast Event, Member Networking Events, and Online Events. Our partnerships with Innovu and AblePay continue and enable CPBGH to provide members with additional value-added services and information. We would not be able to provide these events and services without you, whether you are a member or a sponsor, we appreciate your continued support! We wish everyone a great year ahead!

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## STRATEGIC INITIATIVES

### Collaboration & Partnerships

- Partake in our annual Healthcare Benefits Survey and access to Benchmarking reports that provide insight into plan design and costs in our region
- Access to leading speakers on key industry topics
- Networking opportunities with other local employers/purchasers, providers, brokers and insurance industry representatives

### Education & Advocacy

- Free registration for online education programs and webinars
- Discounted rates for educational events designed to help with plan compliance and understanding trends in our region
- SHRM and HRCI credits are available to those attending CPBGH educational events.
- Free attendance to employer only confidential roundtables on critical

### Products & Services

- Ability to participate in CPBGH marketplace initiatives designed to provide insights in to plan costs and utilization as well as opportunities to reduce out of pocket expenses for both employers and employees.
- Access to Choosing Wisely tools and resources designed to help educate employees about the benefits they are offered through collaboration with the American Board of Internal Medicine, the ABIM Foundation
- Gain access to community based reporting on key healthcare metrics in our region through our data solution
- Access to networking, resources and educational programs from the National Alliance of Healthcare Purchaser Coalitions



## MEMBER BENEFITS

CPBGH works to bring our community together to collaborate, share ideas and make a difference in the quality and cost of healthcare. We have the unique opportunity to facilitate the opportunity for our members to come together and learn from other employers and experts in the healthcare field. CPBGH is focused on delivering the insights you need to make educated decisions about the plans you offer and the healthcare options available. We aim to provide value through our three core strategies: Education & Advocacy, Collaboration & Partnerships, and Products & Services.

Members of our organization gain the following benefits:

- Access to products and services in our marketplace, which currently include partnerships with Innovu and AblePay
- Free registration to online educational events, such as Mental Health Series and Data Reveals
- Discounted registration at events, such as Legal Update, Health Summit and Healthcare Forecast
- Free attendance at employer only networking events
- SHRM and HRCI credits available for educational events
- Participation in our annual Healthcare Benefits Survey and access to benchmarking reports

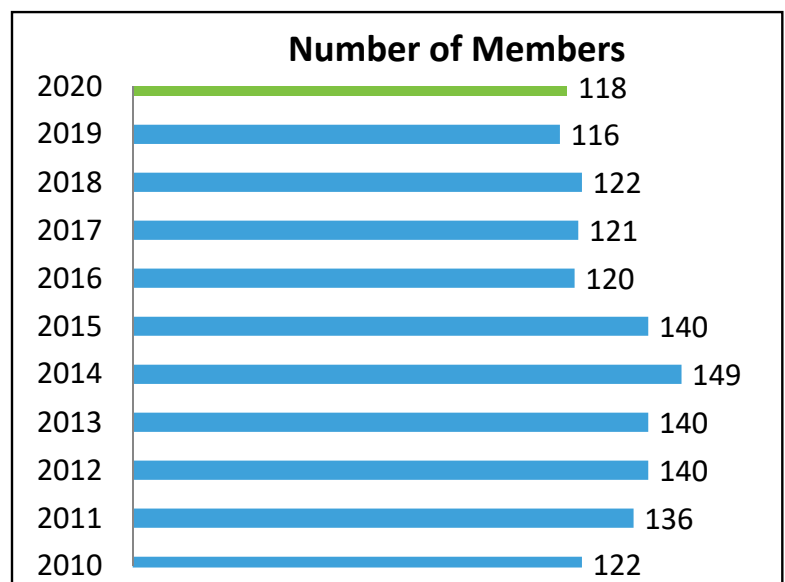
CPBGH is always seeking to ensure we provide a forum and a voice for the business community regarding healthcare and by creating the opportunity for collaboration among our stakeholders. Additionally, members can participate and impact healthcare is through our committees, which include Member Services, Professional Development, and Strategic Development. We welcome your input and participation; please reach out to us if you have interest in joining a committee or determining how else you can get involved.

## OUR MISSION

### Balance between costs and quality

#### NUMBER OF MEMBERS

CPBGH membership has remained fairly consistent over the last five years, and we realized a slight increase in membership in 2020 as compared to 2019. The consistency in membership demonstrates that our members are realizing the value of their membership dues and the education, resources and collaboration that CPBGH offers.

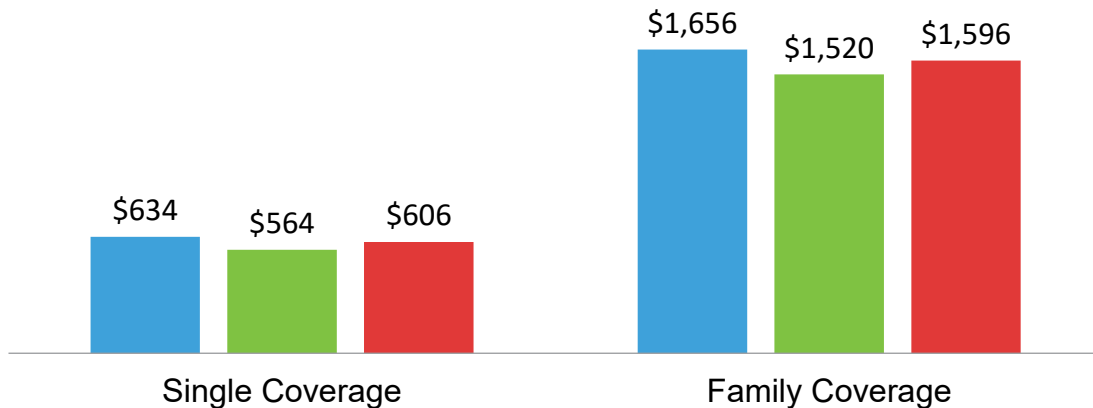




Each year, CPBGH conducts a Healthcare Benefit Survey within the region to provide local data and analysis to our members. The data for the 2020 survey represents 94 employers and 52,455 employee lives.

### 2020 Cost of Coverage by Employer Size

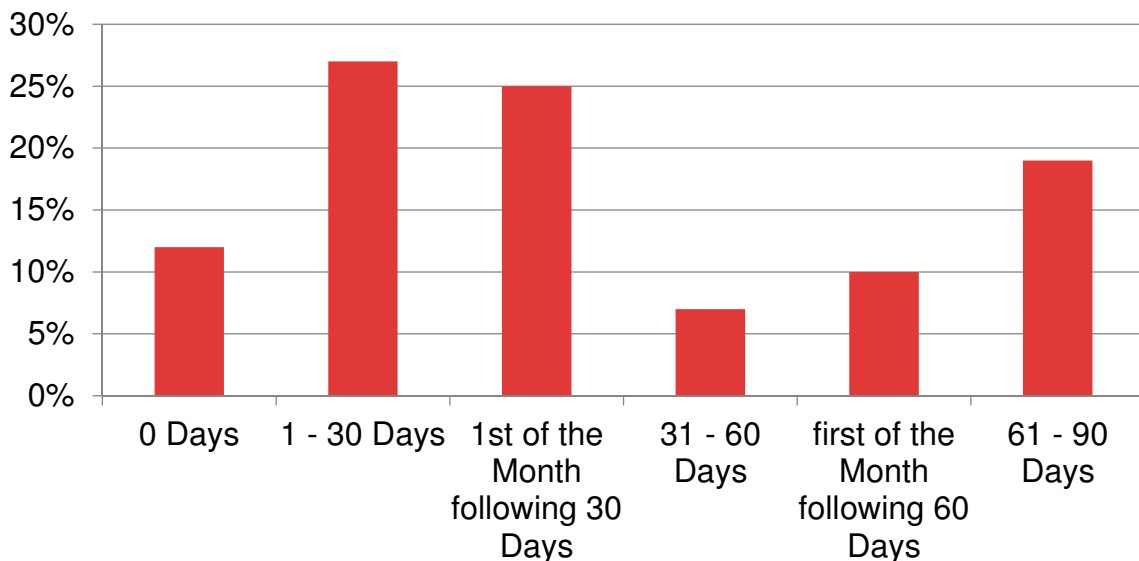
■ Small Employers ■ Large Employers ■ All Employers



### Premium Rate and Contribution History

Tier	Rate	2010	2012	2014	2016	2018	2019	2020
Single	Premium	\$389	\$423	\$492	\$518	\$561	\$610	\$606
	Contribution	\$76	\$88	\$100	\$81	\$107	\$118	\$112
Family	Premium	\$976	\$1,169	\$1,329	\$1,445	\$1,626	\$1,623	\$1,596
	Contribution	\$307	\$368	\$399	\$349	\$518	\$425	\$439

### Waiting Period for Healthcare Coverage





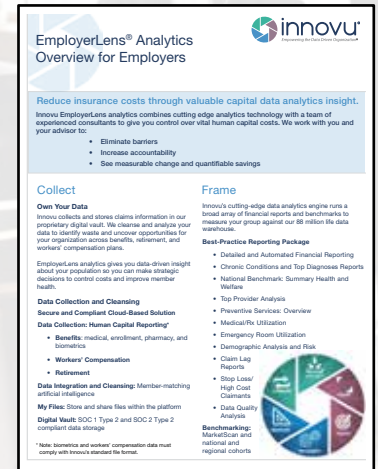
# RESOURCES & SOLUTIONS

## INNOVU

The Central Penn Business Group on Health's mission is to promote the continuous improvement in the quality and cost of healthcare in our region for our member companies, their employees and covered dependents. In order to accomplish this goal, the Board of Directors of the Central Penn Business Group on Health understood that we needed to have a better understanding of what we are paying for care and where there are opportunities for savings. In partnership with Innovu, CPBGH launched our data initiative in the fall of 2016.

Today, we have over 100,000 covered lives on the platform and the cohort is continuing to grow. In July of 2018, we hosted our first data reveal event sharing some benchmarks and initial findings with a crowd of over 75 interested employers, brokers and community leaders. These insights have already impacted the health plans offered in our region and we look forward to continuing the conversation with additional insights each January and July.

Although we have experienced good participation from our members and our region, we are still looking for employers interested in gaining insights into their own data and contributing to the regional cohort. Please call Leslie Wireback at (717) 239-6954 or email her at [lwireback@cpbgh.org](mailto:lwireback@cpbgh.org) if you are interested in participating or to learn more details about this initiative and its value.



## ABLEPAY HEALTH

AblePay is a healthcare consumer company that assists its members with discounts and flexible payment terms on deductible and coinsurance expenses. We believe this product offering aligns with our organization's mission of promoting the continuous improvement in the quality and cost of healthcare in our region and are very excited to roll it out to the region. There is one additional benefit to the AblePay program for CPBGH member employees.

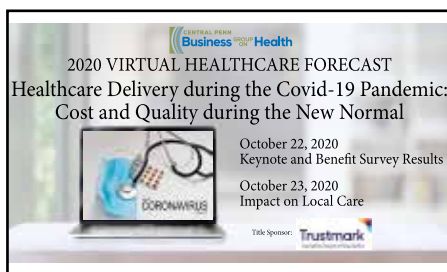
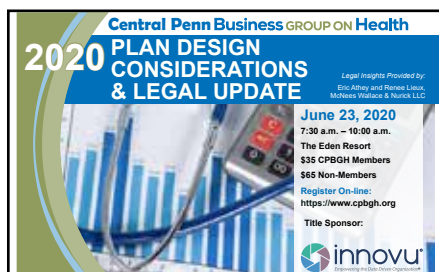
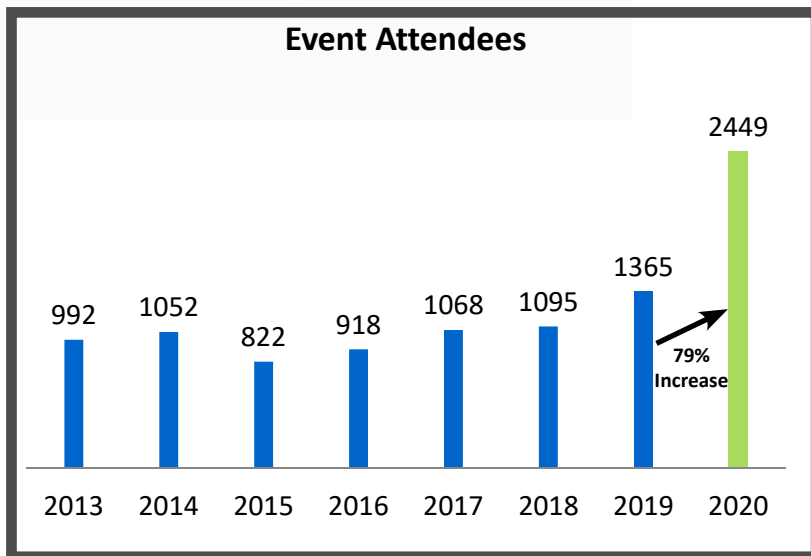
Any employee of a CPBGH member company will have \$10 put into their account when they sign up for AblePay.



## 2020 EVENT RECAP

# CARRYING ON WITH COVID

In spite of the COVID-19 pandemic CPBGH was able to carry on with educational events. The online events had more participants than ever before with 2,449 registrations in 2020. Although we hope to return to in-person events in the coming year we are committed to being there for our members in either capacity.



## 2020 ONLINE EVENTS

- Cancer Care in a Pandemic Environment: People, Science & Protocols for Safe Treatment
- Introduction to the New Pennsylvania Health Insurance Exchange
- Self-Funding 101
- Healthcare Delivery in a Post-Covid World
- COVID-19 - The Provider Perspective and What is Next - Part II
- Medicare vs. Employer Sponsored Coverage: Making Sense of Healthcare Coverage Options
- Fiduciary Responsibility in a post COVID-19 Environment
- Introduction to the new Pennsylvania State Health Insurance Exchange
- The Provider Perspective on the Corona Virus and What is Next
- The Corona Virus and It's Impact on our Mental Health
- Coronavirus and its Legislative Impact
- Ask the Attorney Part 1 & 2: Coronavirus Webinar
- Health Savings Accounts - Identifying Effective Strategies

# UPCOMING EVENTS

## SEMI-ANNUAL DATA REVEAL

Date: January 20, 2021  
Location: Virtual Event  
Time: 11:00 a.m. - 12:30 p.m.  
Cost: Free for Members / \$20 Non-Members



## 6-PART MENTAL HEALTH & WELL-BEING SERIES

Dates & Topics: **January 21, 2021:** Mental Health Continuum - How to Unlock the Mental Health System  
**March 18, 2021:** Mental Health Series - Mind  
**May 20, 2021:** Mental Health Series - Body  
**July 22, 2021:** Mental Health Series - Spirit  
**September 16, 2021:** Mental Health Series - Connections  
**November 18, 2021:** Mental Health Series - Conclusion  
Location: Virtual Events  
Time: Check event on the website for exact time  
Cost: Free for Members / \$20 Non-Members - Full Series Discount \$100

## 2021 LEGAL UPDATE AND VACCINE CONFIDENCE

Date: February 11, 2021  
Location: Virtual Event  
Time: 8:30 a.m. to 10:30 a.m.  
Cost: \$20 CPBGH Members / \$40 Non-Members

## EMPLOYER NETWORKING EVENTS

Date: March 19, 2021 & August 26, 2021  
Location: Online Event  
Time: 8:30 a.m. to 10:00 a.m.  
Cost: Free for Members / \$25 Non-Members

## ONLINE EVENTS

**Free to Members - Visit the Website for Updates**

**REGISTER ONLINE:**

**[HTTPS://WWW.CPBGH.ORG](https://www.cpbgh.org)**



# BOARD OF DIRECTORS 2021

## Executive Committee:

Liz Ford, High Company LLC, Chair  
Ginger Miller, Utz Quality Foods, Vice Chair  
Jenna Roenne, Herr Foods, Inc., Secretary  
Jason Dennis, LR Webber Associates, Inc., Treasurer  
Maureen Putnam, OSS Health, Immediate Past Chair

## Departing 2020 Board Members:

Eric Buck, Preferred Health Care & Eliance Health Solutions  
David Kreider, WellSpan Health  
James Maurer, R.W. Sauder, Inc.  
Tom Williams, InteriorsHome

## New 2021 Board Members:

Robert "Teke" Drummond, Penn Medicine / Lancaster General Health  
Nicholas Frain, Orthopedic Associates of Lancaster  
Amanda Manning, LCSWMA  
Marissa Michaels, WellSpan Health  
Jaan Sidorov, M.D., PA Clinical Network

## Directors:

Eric Athey, McNees Wallace & Nurick, LLC  
Robert "Teke" Drummond, Penn Medicine / Lancaster General Health  
Joan Enoch, Lift-All Company, Inc.  
Nicholas Frain, Orthopedic Associates of Lancaster  
Robert Glus, Conrad Siegel Actuaries  
George Ioannidis, Spring Grove School District  
Jessica Lilly, Capital BlueCross  
Amanda Manning, LCSWMA  
Marissa Michaels, WellSpan Health  
Emily Polett, Listrak  
Steve Progin, Lancaster Chamber  
Lora Regan, M.D., Lancaster City & County Medical Society  
John Roda, Burnham Holdings, Inc.  
Jaan Sidorov, M.D., PA Clinical Network  
Annette van Eeden, Highmark Blue Shield

## CENTRAL PENN BUSINESS GROUP ON HEALTH

Leslie D. Wireback, MBA, Executive Director  
Laura Mscisz, Marketing & Events Coordinator

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## SPONSORSHIP OPPORTUNITIES

Join others in getting your firm in front of 100's of key decision makers while supporting CPBGH in it's mission to hold cost down and create efficiency by working collaboratively with all sectors of the healthcare system.