

## FACT SHEET 2012

### Mission Statement

The mission of Valley Preferred is to ensure high value health care, satisfied patients and positive outcomes at an affordable cost.

### About Valley Preferred

- Contracts with health insurance companies and third party administrators that provide a variety of health insurance plans, including plans for businesses, individuals, seniors, universities or colleges (for students) and those with unique health insurance needs.
- Clinical Collaborative Products, *Lehigh Select* (HealthAmerica) and *Valley Series* (UnitedHealthcare), offer distinct advantages for employers, employees and providers with comprehensive disease management, wellness programs, and more.
- *WellFirst Gold*, a value-based benefit program, is available exclusively to Lehigh Valley Business Coalition on Health Care members who are enrolled in a *Lehigh Select* plan with 2-500 employees.
- Provides valuable clinical knowledge, health awareness tools, worksite wellness programs and other wellness initiatives for business clients.
- Established as a preferred provider organization (PPO), not a health insurance company.
- Wholly-owned by the Lehigh Valley Physician Hospital Organization (a health care delivery organization formed by Lehigh Valley Health Network and the Greater Lehigh Valley Independent Practice Association).
- Valley Preferred utilizes an integrated clinical approach to the diagnosis and treatment of patients, connecting all the critical links in health care — doctors, patients, hospitals, health insurance companies and employers — for quantifiable results, through new modes of medical data, communication and technology.
- BeneFIT<sup>SM</sup> is the suite of custom health education and wellness programs offered by Valley Preferred to promote healthier lifestyles for company employees and a culture of wellness in the workplace – available to all companies in eastern Pennsylvania regardless of health plan.
- Award winning BeneFIT Toolkit, a step-by-step reference guide, is designed to guide employers in developing, implementing, evaluating and sustaining their company's wellness programs.

### Performance

- Valley Preferred is a leading provider-owned, preferred provider organization.
- Has 5,733 clients and 166,385 members (December 31, 2011).
- Includes 3,978 doctors and 19 hospitals throughout 11 counties in Eastern Pennsylvania – as well as 18 contracted health insurance companies in the Valley Preferred network.
- Performs in the 100<sup>th</sup> percentile of customer satisfaction according to a recent survey measuring customer service, knowledge, responsiveness and reference material.

### Care Services

- Provides a spectrum of corporate health enhancing services, skills and support that result in better health for the employees of Valley Preferred clients.
- Builds on the relationship between the doctor and patient: Valley Preferred physicians place emphasis on teaching patients to be more proactive in their own health and live better, healthier lifestyles.

### Community, Regional and Professional Partnerships

- Supports the following organizations and events which embody Valley Preferred's belief that health awareness builds stronger communities: American Diabetes Association, American Heart Association, American Lung Association, Autism Speaks, Burn Prevention Network, The Lustgarten Foundation (Pancreatic Cancer), March of Dimes, National MS Society, Valley Preferred Cycling Center and the Wildlands Conservancy.

Members of the American Association of Preferred Provider Organizations, Greater Lehigh Valley Chamber of Commerce and Lehigh Valley Business Coalition on Health Care. call 1-800-955-6620.