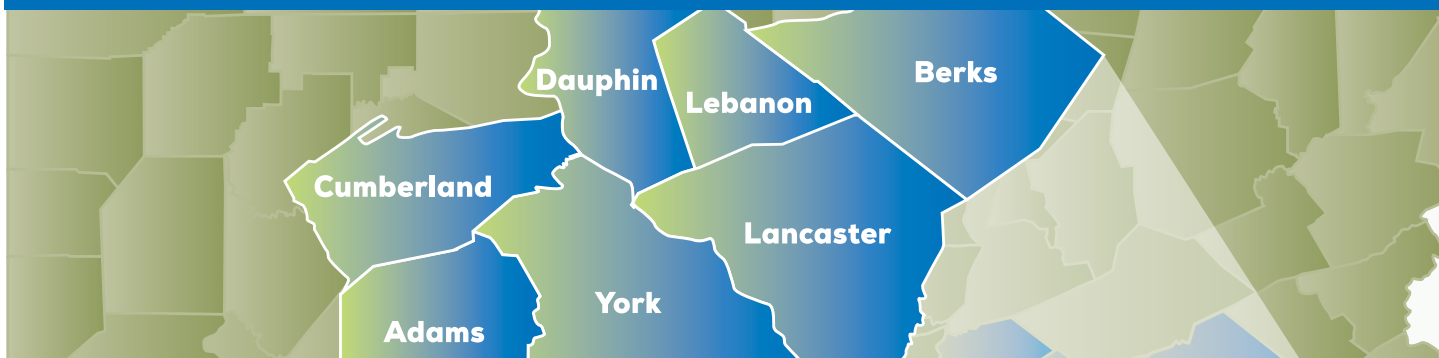


CENTRAL PENN BUSINESS GROUP ON HEALTH 2019 SPONSORSHIP OPPORTUNITIES

COLLABORATION & PARTNERSHIPS



EDUCATION & ADVOCACY



PRODUCTS & SERVICES



To provide a forum and a voice for the business community on
healthcare through collaboration among stakeholders

CENTRAL PENN BUSINESS GROUP ON HEALTH

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 quality 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.



Sponsorship has always been an important part of CPBGH. Sponsors receive numerous benefits and, most importantly, they get direct access to key employers in our region as well as industry thought leaders; bringing with it the ability of sponsors to connect with current and potential clients. Central Penn Business Group on Health events are known for attracting key decision makers in their respective companies, keen on improving healthcare in our region. Sponsorship is a powerful way to support the Central Penn Business Group on Health and show your commitment to helping improve the cost and quality of healthcare in our region.

2019 CPBGH EVENTS:

Plan Design Considerations and Legal Update

Health Summit

Healthcare Forecast Breakfast

Online Events

Classroom Events

Employer Networking Breakfasts

PLAN DESIGN CONSIDERATIONS AND LEGAL UPDATE

Sponsorship costs:

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

Although the stream of new regulations governing benefit plans has slowed down in recent years, there have been a number of significant developments in benefits law that all employers should be aware of. This year's Legal Update includes new information regarding Tax Reform, Association Health Plans, Mental Health Parity, Medical Marijuana, Wellness, HIPAA and state law trends.

Following our Legal Update will be a panel discussion on innovative health plan designs and the challenges and opportunities they present. Changes in employee needs, insurance carrier arrangements, provider agreements and delivery systems, and regulatory requirements can add to the complexity of what you offer and how you offer it. This interactive discussion will focus on emerging best practices, legal landmines and other issues facing employers who seek innovative solutions for their health plan. Presenters will include legal expert, Eric Athey from McNees Wallace and Nurick, LLC as well as a panel of thought leaders who have specialized in creating innovative plan designs for the future. Get the insights you need to deliver high quality cost effective benefits to your employees while also ensuring you understand all of the regulatory implications of the changes you are making.

This event will be held in March of 2019 and historically has drawn an excellent mix of business leaders, benefit managers, human resources professionals and local government officials.



HEALTH SUMMIT

Sponsorship costs:

Title Sponsor.....	\$12000
Gold Sponsor.....	\$ 6000
Silver Sponsor	\$ 3000
Bronze Sponsor.....	\$ 1500
Speaker Sponsor.....	\$ 1000
Media Sponsor.....	\$ 750

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 in May of 2019 and also includes exhibitor opportunities. Our topic will be The Impact of Social Determinants of Health on our Community.

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. We will also recognize two employers who have used innovation in the development of their programs and demonstrated the impact of their offerings.



HEALTHCARE FORECAST BREAKFAST

Sponsorship costs:

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

Our 20th annual Forecast breakfast will be held in September of 2019 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 2019 Survey of Health Benefits and Policies 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 what benefits area employers are offering to their workforce, provider responses to escalating healthcare costs as well as the employer response to some innovation healthcare offerings now available in our region.

The 2018 breakfast attendees heard from our panelists: Janice Klein, Director of Business for Mount Lebanon School District and Keith Enochs, HR Manager at Stauffers of Kissel Hill who spoke on their use of data to impact plan design as well as from Patrick Rohal, MD, Dominic Lorusso and David Skerpon addressing provider responses to market demands. We also heard from Bill Hennessey, CEO of Pratter talking about what is in your healthcare data and how to use it and finally from Sam Kina at PicWell on resources to help employees pick the plan option best suited to their needs. Our theme in 2018 was on Consumerism in Healthcare. Program focus and content is established annually based on the issues of the day.



To promote continuous improvement in the quality and cost of healthcare for our member companies, their employees and dependents.

2019 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

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

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

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

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

Media Sponsor

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

Ala cart

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

ONLINE LEARNING

Sponsorship costs:

Vendor Education Events	\$ 1000
Classroom/Workbook Events.....	\$ 500
Current Events.....	\$ 500
Senior Suite Interviews	\$ 250



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 4 categories:

- Current events
- Vendor educational events
- Classroom/workbook events
- Senior suite interviews

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 Diane Hess at 717-239-6954 or dhess@cpbgh.org

EMPLOYER NETWORKING BREAKFASTS

Sponsorship costs:

Sponsor Fee Per Event \$ 500

Verbal recognition at event

E-mail broadcast promotion

Website recognition

PowerPoint Ad during break

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 February of 2019 and a second will be scheduled for August of 2019. 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 at the Lancaster Chamber offices, 115 East King Street, Lancaster, PA 17602.

HOW TO BECOME A SPONSOR:

It's easy!

- Determine your desired sponsorship level
- **Sign up on the CPBGH website: <https://www.cpbgh.org>**
- Questions? Contact

Diane Hess at 717-239-6954, dhess@cpbgh.org

or

Laura Mscisz at 717-696-6211, lmscisz@cpbgh.org



THANK YOU TO OUR 2018 SPONSORS FOR THEIR SUPPORT!

Title Sponsors:



UPMC Pinnacle

Gold Sponsors:



Penn Medicine
Lancaster General Health



Silver & Bronze Sponsors:



Speaker, Media & Networking Breakfast Sponsors:



Online & A'la Carte Sponsors:



SHARE, LEARN & CONNECT WITH CPBGH MEMBERS:

Acuity Advisors and CPAs, LLP	Gettysburg Cancer Center	Northern York School District
Advanced Food Products	Glick Fire Equipment	Novo Nordisk
Aetna	Greencastle-Antrim School District	NTI Group
AIA Benefits Resource	Hanover Public School District	Orthopedic Associates of Lancaster
Anesthesia Associates of Lancaster	Harrington Hoists	OSS Health
Annvile-Cleona School District	Hays Companies	Palmyra Area School District
Aspire Ventures, LLC	Hempfield School District	Paragon Life Coaching LLC
Behavioral Healthcare Corporation	Herr Foods, Inc.	PDQ Manufacturing
Bell & Evans	High Company LLC	Penn Manor School District
Benecon	Highmark Blue Shield	Penn Medicine / Lancaster General Health
Bomberger's Store	Hope Within Ministries	Pennsylvania Medical Society
BonTon Stores	Horst Group	Pequea Valley School District
Brook Ledge & Xpressway	Hospice & Community Care	Physicians' Surgery Center
Brown & Brown Insurance	Industrial Piping Systems, Inc.	Preferred Health Care
Burnham Holdings, Inc.	InGroup Associates	QuadMed
Byrnes Health Education Center	Innovu	Red Lion Area School District
Campus Eye Center	Integrated Behavioral Health	Regional GI
Capital Blue Cross	InteriorsHome	Recovery InSight Inc.
Cargas Systems Inc.	Kairos Health Systems	Rhoads Energy Corporation
Central PA Rehabilitation Services	Kalas Manufacturing	Samaritan Counseling Center
Central Penn Management Group	Keystone Custom Homes	Sauder's Eggs
Central York School District	La Academia Partnership Charter School	School District of Lancaster
CHI St. Joseph Children's Health	Lampeter-Strasburg School District	Sechan Electronics, Inc.
Chroma Acrylics, Inc.	Lancaster Area Sewer Authority	Sholley Agency, Inc.
City of Lancaster	Lancaster Cancer Center	Solanco School District
Cocalico School District	Lancaster City & County Medical Society	South Eastern School District
Columbia Borough School District	Lancaster County Career and Technology Center	South Western School District
Columbia Motor Parts, Inc.	Lancaster Health Center	Southern York School District
Commonwealth Fire Protection	Lancaster Mold, Inc.	Spring Grove Area School District
CAP of Lancaster County	Lancaster Osteopathic Health Foundation	Stauffers of Kissel Hill
Community Services Group	Lancaster Pediatric Associates	Stoner Bunting Advertising
Compass Mark	Lancaster-Lebanon IU 13	StoudtAdvisors
Conestoga Valley School District	Landis Communities	Tuscarora School District
Conestoga Wood Specialties Corp.	LCSWMA	UPMC Pinnacle Lancaster
Conrad Siegel Actuaries	Lebanon County Career & Technology Center	Upper Adams School District
CoreSource, Inc.	Lebanon School District	URL Insurance Group
Cornwall-Lebanon School District	Lift-All Company, Inc.	USI Insurance Services
CovenantMD, LLC	Lincoln Benefit Trust	Utz Quality Food LLC
Crescent Industries	Lincoln Intermediate Unit	Warwick School District
Donegal Mutual Insurance Group	Listrak, Inc.	Water Street Ministries
Donegal School District	LNP Media Group	WellSpan Health
Dover Area School District	Lockton Companies	Welsh Mountain Health Center
Eastern Lancaster County School District	Longeneckers Hardware	Wohlsen Construction
Eastern Lebanon County School District	Longenecker's Hatchery, Inc.	York City School District
Eastern York School District	M&T Bank	York County School of Technology
ECORE International	Manheim Central School District	York Suburban School District
ELAP Services, LLC	Manheim Township School District	YWCA of Lancaster
Electron Energy Corporation	Mazzitti and Sullivan EAP Services, Inc.	
Elizabethtown Area School District	McConkey Benefits	
Engle-Hambright & Davies, Inc.	McNees Wallace & Nurick, LLC	
Engle Printing & Publishing Co, Inc.	MedvisoRx LLC	
Ephrata Area School District	Merck	
Everence Financial Advisors	Meridian Products	
Fairfield Area School District	MGS, Inc.	
Franklin County CTC	Murray Securus	
Fulton Financial Corporation	Northeastern School District	
Gettysburg Area School District	Northern Lebanon School District	

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2019 SPONSORSHIP OPPORTUNITIES

SPONSORSHIPS

Best way to be a sponsor is to register on-line at:

<https://www.cpbgh.org>

CONTACT

Please contact for more information Diane or Laura:

Diane Hess at 717-239-6954 or dhess@cpbgh.org

Laura Mscisz at 717-696-6211 or lmscisz@cpbgh.org

CPBGH STAFF

Diane Hess, *Executive Director*

Laura Mscisz, *Project & Events Coordinator*

Lauren Kranis, *Intern*

Sharing office space with the Lancaster Chamber
115 East King Street, Lancaster, PA 17602

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