



# CENTRAL PENN BUSINESS GROUP ON HEALTH

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## 2020 SPONSORSHIP OPPORTUNITIES

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



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.

# PLAN DESIGN CONSIDERATIONS AND LEGAL UPDATE

The CPBGH Legal Update was originally created to help employers steer through the changes and requirements of the ACA. Fast forward to today as the law is fully operational and employers continue to struggle with the ever-rising cost of providing healthcare benefits. For most employers it is the number two expense after payroll!



Although employers do still need guidance to make sure their plans conform to both federal and state regulations, new challenges have arisen that present potential minefields. As employers continue to strive for ways to control their healthcare spend without causing too much disruption to their current plans, a new generation of products and services has been created to help them meet their goals. 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.





## COST

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

## 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

March 19, 2020  
The Eden Resort  
222 Eden Road  
Lancaster, PA 17601

# HEALTH SUMMIT

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 2020 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.





## COST

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



## 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.



## DATE & VENUE

May 2020  
PA College of Health Sciences  
850 Greenfield Road  
Lancaster, PA 17601

# HEALTHCARE FORECAST BREAKFAST

Our 21st annual Forecast breakfast will be held in October of 2020 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 2020 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 2019 breakfast focused on delivering value-based care. Attendees heard from our panelists: Jaan Sidorov, MD, CEO and President, Care Centered Collaborative; Jason Dennis, Regional Vice President, Northeast Region, CoreSource; Daniel Day, CEBS, Regional VP Sales/Client Management, Highmark Blue Shield; William Bird, MD, Senior Vice President, Penn State Health Community Medical Group; and our keynote, Lawton Robert Burns, Ph.D., MBA, Professor of Health Care Management, The Wharton School, University of Pennsylvania. The program was on “Value Based Benefits” where participants learned about the new models in healthcare and the potential impacts on their healthcare spend. Program focus and content is established annually based on the issues of the day.





## COST

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



## OBJECTIVES

- Share the results of the 2020 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.



## VENUE

October 8, 2020  
Lancaster Country Club  
1466 New Holland Pike  
Lancaster, PA 17601

# 2020 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

# 2020 SPONSORSHIP OPPORTUNITIES

## 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
- Company brochure insert /or table
- Full page ad
- 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 Diane Hess at 717-239-6954 or dhess@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 February of 2020 and a second will be scheduled for August of 2020. 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.

## 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 2019 SPONSORS FOR THEIR SUPPORT!

## Title Sponsors:



## Gold Sponsors:



## Silver & Bronze Sponsors:



## Speaker, Media & Networking Breakfast Sponsors:



## Online & A'la Carte Sponsors:



# SHARE, LEARN & CONNECT

## Central Penn Business Group on Health Members:

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



## SPONSORSHIPS

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

## CONTACT

**Diane N. Hess, CLU CEBS**

Executive Director

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

**Laura Mscisz**

Marketing & Events Coordinator

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

## 2020 BOARD OF DIRECTORS

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