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***New York Business Group on Health Expands to Help Employers Across the Northeast Improve Healthcare Expansion will increase influence with health plans and providers, improve accountability, care and value for area employers***

**New York, NY, November 22, 2010** -- The New York Business Group on Health (NYBGH) today announced a major expansion that will increase its leverage to improve the healthcare delivery system, provide members with more comprehensive, actionable information to manage health benefits programs, and serve more employers.

Effective immediately, the organization will expand its work with employers, health plans and providers in New Jersey, Connecticut, Massachusetts and upstate New York, and change its name to the [Northeast Business Group on Health](#) (NEBGH).

“For nearly three decades, NYBGH has enabled hundreds of area employers to speak with one voice when dealing with health plans and providers,” said Laurel Pickering, NEBGH’s Executive Director. “This expansion will bring more employers to the table, and increase our leverage to improve quality and value in the region’s healthcare delivery system.”

Since its inception in 1982, NYBGH has spearheaded [initiatives](#), conducted important research and launched innovative programs that have helped area employers achieve better healthcare quality, value and cost control in health benefit programs.

For example, eValue8™, offered in cooperation with the National Business Coalition on Health, provides detailed analysis and assessments of health plans in the region to help employers make informed purchasing and benefits decisions. [HealthPass](#), launched by NYBGH in partnership with the City of New York, helps small businesses provide affordable, high-quality health insurance options to thousands of employees who might otherwise not have coverage.

NEBGH’s networking and [education](#) sessions will continue to bring industry experts, thought leaders and innovative HR professionals from around the nation to provide employers with insights for realizing the greatest value from health benefit programs.

“NYBGH clearly has led the way for New York area employers. With this expansion, we will build on our accomplishments, and help companies across the region get more for their healthcare dollars,” said Mary Bradley, [NEBGH Board](#) Chair and Director of Health Care Planning at Pitney Bowes. “Today, more than ever before, employers continue to find ways to improve employee health and productivity and control costs.”

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**About Northeast Business Group on Health**

Northeast Business Group on Health is a network of employers, providers, insurers and other organizations working together to improve the quality and reduce the cost of healthcare in New York, New Jersey, Connecticut and Massachusetts. Since its inception in 1982 as New York Business Group on Health, the organization has spearheaded initiatives, conducted important research and launched innovative programs that brought meaningful change to the healthcare marketplace for employers in the New York metropolitan area. In November 2010, the organization changed its name to the Northeast Business Group on Health and expanded its mission to serve employers across the region. For more information, visit [www.nebgh.org](http://www.nebgh.org) or call 212-252-7440 x223.

