

## Capital BlueCross 'Master Class' Health Care Forum Addresses Ways Businesses Can Reverse the Trend of Declining Health

**Featured speakers focus on generational changes, nutrition as medicine, and lowering costs using wellness technology**

**Harrisburg, Pa** – Capital BlueCross today hosted its annual Health Care Forum, bringing business and health care leaders together from across the region for a “master class” in multiple subjects impacting the industry. The Health Care Forum is the company’s signature event that highlights innovation and emerging health care trends.

“The health care industry continues to transform in numerous ways. From the impact of emerging technologies on health and medical care, to how businesses are approaching wellness in the workplace, there are more ways than ever before for people to take charge of their health,” said Gary D. St. Hilaire, president and CEO of Capital BlueCross. “As a leader and innovator, Capital BlueCross provides consumers of all generations with resources and convenient tools to be their healthy best. We are excited to bring our insights, and the insights of other leading experts, to business and community leaders to help reverse the trend of declining health.”

The forum welcomed three renowned experts in their field, each focusing on changes impacting health and wellness in the United States:

- **Cam Marston** – Cam Marston is a leading expert on generational change and its impact in the workplace. Marston focuses on how generational demographics are changing the landscape of business. While health care is accessed by all ages, it is approached differently by Baby Boomers, Generation X, Millennials and Matures. Marston explores how to optimize and communicate health care to each age group.
- **Dr. Melina Jampolis** – An internist, board certified M.D. nutrition specialist and nationally renowned expert, Dr. Melina Jampolis provides clear, definable strategies to optimize one’s diet for improved health, increased vitality, greater longevity and disease prevention. Dr. Jampolis teaches the concept that food is medicine, providing the body with the nutrients it needs while boosting its defenses.
- **Chris Shanahan** – Chris Shanahan represents Bravo Wellness, a leading wellness technology company that is driving unprecedented health improvement and cost savings for organizations. Shanahan introduces the secrets to engaging, motivating and getting results from any employee population. He believes that wellness should be the first step to a healthy lifestyle, where risk factors are identified before they become problematic.

Capital BlueCross’ Health Care Forum is supported by the following community partners and sponsors:

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### About Capital BlueCross

Capital BlueCross, headquartered in Harrisburg, Pa., is the leading health solutions and insurance company in Central Pennsylvania and the Lehigh Valley. A partner in the community’s health for nearly 80 years, Capital BlueCross offers health insurance products, services and technology solutions that provide peace of mind to consumers and promote health and wellness for our customers.

More than a health insurer, the company delivers innovative solutions through a family of diversified businesses that is creating a healthier future and lowering health care costs. Among these solutions are patient-focused care models, leading-edge data analytics, and digital health technologies. Additionally, Capital BlueCross is growing a network of Capital Blue stores that provide in-person service and inspiration to help people reach their health goals. Capital BlueCross is an independent licensee of the BlueCross BlueShield Association.

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