

Capital BlueCross Expanding Allentown Offices and Lehigh Valley Services New Health and Wellness Center to Offer Walk-in Consultations, Community Engagement



Capital BlueCross today announced plans to open a Capital BlueCross Connect health and wellness center in its Allentown office building, part of a full renovation and expansion that reflects the company's commitment to the Lehigh Valley.

The Harrisburg-based health insurer plans to complete the renovations to its Lehigh Valley headquarters at 1221 Hamilton St. by February 2021. The improvements – which began earlier this year and coincide with Allentown's ongoing revival of Hamilton Street – will feature a new façade on the three-story building, full interior remodeling, and convenient street-level access to the new

health and wellness center.

"Capital BlueCross has long been committed to the Lehigh Valley's people and its communities, and the expansion of our Allentown office is just one sign of that ongoing commitment," said Capital BlueCross President and CEO Todd Shamash. "We are proud to work closely with our clients and our fellow businesses – and we thank city, county, and state leaders for their support and the continued development and health of the Lehigh Valley."

Capital BlueCross Lehigh Valley Market President Anne Baum said the renovations also will help highlight the Hamilton Street gateway to center city.

"This is part of a renaissance in downtown Allentown," Baum said. "We wanted to lend our hand to the redevelopment of the largest city in the Lehigh Valley. We're committed to the health and well-being of the people and communities here, so this makeover is not just to provide a great space for our employees – it's to provide a great space for the people of Allentown."

People entering the renovated building will find a reimagined, wide-open first floor that facilitates access to services and houses the new Capital BlueCross Connect health and wellness center. Once opened, Capital BlueCross members and nonmembers can visit the center to benefit from one-on-one consultations related to health plans or Medicare options, meet with a health coach, get biometric screenings, attend seminars, and more.

Capital BlueCross has been a leader in establishing consumer-friendly, walk-in health and wellness centers in its 21-county service region. The Allentown center will be the second in the Lehigh Valley, joining the Capital BlueCross Connect health and wellness center at the Promenade Shops at Saucon Valley in Center Valley. Centers also are open in Cumberland and Franklin counties.

About Capital BlueCross

For more than 80 years, [Capital BlueCross](https://capbluecross.com) has served Central Pennsylvania and the Lehigh Valley by offering health insurance products, services and technology solutions that provide peace of mind to consumers and promote health and wellness for our members. The company delivers innovative solutions through a family of diversified businesses to create healthier lives and lower healthcare costs. Among these solutions are patient-focused care models, leading-edge data analytics and digital health technologies. Additionally, Capital BlueCross Connect health and wellness centers 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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