

Capital Blue Cross Celebrates Fully Renovated Lehigh Valley Headquarters New Health and Wellness Center Highlights Multimillion Dollar Investment in Lehigh Valley



Capital Blue Cross President & CEO Todd Shamash and state Sen. Pat Browne cut the ribbon to mark the completion of Capital's renovated Lehigh Valley headquarters.

Allentown – Capital Blue Cross today hosted a ribbon-cutting ceremony with Lehigh Valley leaders to mark the completion of a \$4 million renovation to its regional headquarters. The full makeover features a new Capital Blue Cross Connect health and wellness center on the ground floor of the facility at 1221 Hamilton St., Allentown.

It is Capital's second Connect center in the region, joining the one at the Promenade Shops at Saucon Valley.

"This is more than an investment in a building," said Capital Blue Cross President and CEO Todd Shamash. "It's part of our continuing investment in a vibrant region we consider home. Capital has built a trusted relationship with the Lehigh Valley by going the extra mile to improve the health and well-being of the region's people and communities.

"We're proud to be such a vital part of the Lehigh Valley, and the renovations and new Connect center reflect our commitment to building on our strong relationships with the region's residents, businesses, and civic leaders."

The latest Capital Blue Cross Connect anchors the newly renovated headquarters, providing street-level entry to a reimagined, wide-open space where visitors can conveniently access a variety of wellness services. Once inside, both Capital Blue Cross members and nonmembers can benefit from one-on-one consultations concerning health plans or Medicare options, meet with a health coach, get biometric screenings, attend seminars, and more.

In addition to serving as a wellness hub for services and activities, the center will teach visitors about the storied Allentown parks system. Colorful images and deep historical descriptions of the area's many beautiful parks are featured throughout the space.

The overall building renovations include a complete interior remodeling and a fresh façade featuring Capital Blue Cross' new logo. The renovations highlight Hamilton Street's gateway to center city, and are in keeping with what Capital Blue Cross Lehigh Valley President Anne Baum has called "a renaissance in downtown Allentown."

"We're so happy to play our part in the redevelopment of the Lehigh Valley's largest city," Baum said. "Our commitment to this community's health and well-being continues to grow, and this unique Connect center provides an open, flowing space to meet a broad variety of the community's health plan and wellness needs."

Capital Blue Cross has been a leader in establishing consumer-friendly, walk-in health and wellness centers. The Allentown facility is the fourth Capital Blue Cross Connect now open in Capital's 21-county service region.

About Capital Blue Cross

[Capital Blue Cross](https://capbluecross.mediaroom.com/news-releases?item=122554) serves a 21-county region in 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 Blue Cross Connect health and wellness centers provide in-person service and inspiration to help people reach their health goals. Capital Blue Cross is an independent licensee of the Blue Cross Blue Shield Association.