



NEWS RELEASE

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WISECHOICE HEALTHCARE ALLIANCE SEMINAR COMING TO THE DAN RIVER REGION

Alliance Designed to Help Drive Healthcare Engagement and Lower Healthcare Costs

[Danville, VA] – The Danville Pittsylvania County Chamber of Commerce is partnering with Anthem Blue Cross Blue Shield in Virginia (Anthem) to host a seminar to provide businesses an opportunity to learn about the WiseChoice Healthcare Alliance. Formed from a 30-year partnership between the Virginia Chamber of Commerce and Anthem, WiseChoice is designed to help drive healthcare engagement and literacy that will lead to improved long-term health and lower healthcare costs for small businesses.

Through the partnership with Anthem, WiseChoice will provide members with the tools, resources, and financial protection to feel confident in their healthcare decisions. The Alliance is an important step forward in the expansion of access to better health coverage for small businesses, which account for over 90% of employers in the state. “Small business owners consistently tell us that rising healthcare costs is a main concern,” said Anne Moore-Sparks, president and CEO of the Danville Pittsylvania Chamber of Commerce. “WiseChoice is a great option for employers to consider because it provides broad access to small businesses, delivers lower costs of coverage, ensures quality coverage, offers strong consumer protections, and maintains financial security and solvency.”

Ceremonially signed by Governor Glenn Youngkin in June of 2022, and put into effect on July 1, 2022, HB 884 and SB 195 allow for the formation of a benefits consortium in Virginia. Under a benefits consortium, small businesses are allowed to pool together as one large self-funded group to spread claims risk and lower administration costs to result in savings for employees and their families.

Employers gain access to WiseChoice through membership with the Danville Pittsylvania County Chamber of Commerce. To be eligible, employers must have between 2-50 employees and have their corporate headquarters located in Anthem's Virginia service area.

The one-hour seminar will be facilitated by Kellie Jo David, a Strategic Sales Advisor for Anthem. The event will take place on February 20, 2024, from 8:30am – 9:30am in the Barkhouser Auditorium at the Institute for Advanced Learning, located at 150 Slayton Avenue in Danville.

The event is sponsored by Anthem, Designed Benefits, Gateway Health, Lavinder Group & Associates, and Relation Insurance.

Coffee and light refreshments will be served.

Space is limited to 125 participants. There is no cost to attend but registration is required at <https://bit.ly/WiseChoiceHealthSeminar>.

The Danville Pittsylvania County Chamber of Commerce accelerates business growth by connecting its 560+ member organizations and 22,000 employee members to dynamic resources and networks. The Chamber's number one goal is to help area businesses of all sizes to grow and prosper.

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