

# **THE ROLE OF EMPLOYERS AND BUSINESS COALITIONS IN IMPROVING HEALTH CARE**

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President and CEO  
Greater Philadelphia Business Coalition on Health  
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# LEARNING OBJECTIVES

1. To review the motivation for employers, individually and through regional coalitions, to engage in "value-based purchasing" of health benefits.
2. To identify national and regional VBP efforts and their implications for the future of health care organization, delivery and financing.
3. To highlight how these efforts are playing out on the local level through the work of the Greater Philadelphia Business Coalition on Health

## Exhibit ES-1. Overall Ranking

Country Rankings	
	1.00–2.33
	2.34–4.66
	4.67–7.00



	AUS	CAN	GER	NETH	NZ	UK	US
OVERALL RANKING (2010)	3	6	4	1	5	2	7
Quality Care	4	7	5	2	1	3	6
Effective Care	2	7	6	3	5	1	4
Safe Care	6	5	3	1	4	2	7
Coordinated Care	4	5	7	2	1	3	6
Patient-Centered Care	2	5	3	6	1	7	4
Access	6.5	5	3	1	4	2	6.5
Cost-Related Problem	6	3.5	3.5	2	5	1	7
Timeliness of Care	6	7	2	1	3	4	5
Efficiency	2	6	5	3	4	1	7
Equity	4	5	3	1	6	2	7
Long, Healthy, Productive Lives	1	2	3	4	5	6	7
Health Expenditures/Capita, 2007	\$3,357	\$3,895	\$3,588	\$3,837*	\$2,454	\$2,992	\$7,290

Note: \* Estimate. Expenditures shown in \$US PPP (purchasing power parity).

Source: Calculated by The Commonwealth Fund based on 2007 International Health Policy Survey; 2008 International Health Policy Survey of Sicker Adults; 2009 International Health Policy Survey of Primary Care Physicians; Commonwealth Fund Commission on a High Performance Health System National Scorecard; and Organization for Economic Cooperation and Development, *OECD Health Data, 2009* (Paris: OECD, Nov. 2009).



# Value-based Purchasing Strategies

- Collecting and publicly reporting information on quality and costs of care
- Selective contracting and steering business toward higher-value plans, providers and services
- Value-based benefit design: redesigning benefits to promote high-value services
- Payment reform and provider incentives (pay for performance)
- Consumer education, incentives and engagement
- Promoting employee health and productivity through wellness and disease management programs



**National Business  
Coalition on Health**

# GPBCH Mission

Our mission is to help members to work with health plans, health care providers and other system stakeholders to improve the value of health benefit spending for members by improving health care quality and safety and reducing health care costs.

# Elevator Speech

- To identify best practices for keeping employees healthy and productive in the work place
- Recognizing that they will need health care, helping to ensure that care is accessible, affordable, high-quality, and safe

# GPBCH History

- August 2011: Began “knocking on doors”
- November 2011: First member meeting
- January 2012: Press release announcing launch of GPBCH as a program of PHMC (8 employers and 8 affiliates as founding members)
- June 2013: GPBCH holds first Annual Conference, “Bringing Healthcare Innovation to Greater Philadelphia”
- July 2013: GPBCH incorporated as a PA non-profit (30 employer members and 30 affiliates)



# Nuts and Bolts

- Service area: Philadelphia 5-county, plus northern DE and southern NJ
- Membership categories
  - Employers
  - Affiliates
- Staffing and Board oversight

# Employer Members

- Abington Memorial Hospital
- Aqua America
- AstraZeneca
- Ballard Spahr
- Bentley Systems
- Center City District
- Children's Hospital of Philadelphia
- Christiana Care Health System
- City of Philadelphia
- Comcast
- Day & Zimmermann
- Dollar Financial Group
- GlaxoSmithKline
- Herr Foods
- Independence Blue Cross
- Marshall Dennehey
- Merck and Co.
- Nutrisystem
- PREIT
- Philadelphia Gas Works
- Public Health Management Corp.
- SCA Americas
- School District of Philadelphia
- Severn Trent Services
- Shire Pharmaceuticals
- SEPTA
- Stradley Ronon Stevens & Young
- Teva Pharmaceuticals
- Thomas Jefferson Univ. and Hospitals
- University of the Sciences
- Vanguard
- Wawa
- WL Gore

# Affiliate Members

- Abbvie
- Aetna
- Areufit Health Services
- Boehringer Ingelheim
- Cancer Treatment Centers of America
- Conner Strong & Buckelew
- Context Communication Consulting
- Corporate Health Solutions
- Eisai
- Ethicon Endo-Surgery/J&J
- Gallagher Benefit Services
- Genentech
- Health Advocate
- Health Care Improvement Foundation
- HealthNEXT
- Independence Blue Cross
- Kistler Tiffany Benefits
- Mercer
- Novartis Consumer Health
- Novo Nordisk
- Pfizer
- Risk Management Partners
- Rittenhouse Benefits
- Sanofi US
- Special Risk Insurance Services
- Temple University Health System
- TFG Partners
- Trion
- United Healthcare
- WellNow
- WORKNET Occupational Medicine

# Board of Directors

## 1 Year Term (through 6/14)

- AstraZeneca – Kathy Brooke
- City of Philadelphia – James Startare
- PHMC – Jackie Bisch
- Severn Trent Services – Marnie Vaughan
- Trion – Ellen Flannery-Butcher/Dick Tewksbury

## 2 Year Term (through 6/15)

- Wawa – Michelle Denault (Chair)
- Comcast – Sabrina Davison
- SEPTA – Jacob Aufschauer
- Health Care Improvement Foundation – Kate Flynn
- Vanguard – Julie Clark/Lynne Pyne

# Work Groups

- Member Education
- Primary Care
- Transparency
- Value-based Insurance Design
- Employee Health and Well-being

# Educational Programming

- Value-based Insurance Design – overview session, and session on application to smoking, lipids, and blood pressure
- Diabetes – sessions on diabetes epidemiology and economics, and on employer strategies for diabetes prevention
- Patient-centered medical homes
- ACA implementation and implications for employers
- Use of social games to drive health behaviors
- Overview of the Leapfrog Group’s patient safety initiatives
- Choosing the right provider for return to work programs
- Annual wellness summit – best strategies for employers (partnership in 2013 with DVHC)
- Annual Conference – “Bringing Healthcare Innovation to Greater Philadelphia” held in June, 2013
- Upcoming topics: management of oncology care; health literacy; impact of sleep on health

# Employee Health and Well-being

- Created guide to healthy eating apps and websites, and daily countdown to health
- Diabetes Prevention Learning Collaborative (part of the Philadelphia Health Initiative)
- Working on region-wide corporate challenge for 2014 (with American Heart Association)

# Primary Care

- Reviewing research evidence on PCMH, and health plan PCMH activities
- Developing HEDIS-based metrics for employer tracking of primary care utilization
- Convening primary care thought leader summit
- Examining service coordination between worksite clinics, retail clinics, urgent care centers, and traditional primary care



# Value-based Insurance Design

- PDPH/JSPH Partnership on VBID for smoking cessation, blood pressure, and lipids
- Reviewing “Choosing Wisely” for potential VBID program development
- Developing employer-based pilot study of need for VBID and potential impact
- Meeting with benefits consultants and health plans to discuss VBID implementation

# Transparency

- Leapfrog Group “Regional Roll-out”
- Evaluation of transparency vendor solutions
- Exploring creation of disease-specific regional report cards

# Transparency Position Statement

We believe that transparency is an essential element of a high-performing health system, and that purchasers (including employers), who fund healthcare services, and consumers, who use those services, have the right to know the extent to which health plans and providers meet quality and safety standards, and what those services are likely to cost them. We hope that the region's health plans and providers will work collaboratively with us to create greater transparency, and we will recognize and reward those that do. Key elements of the Coalition's strategy to foster transparency will include:

- Promoting the public reporting of quality and cost data for health plans and providers using established tools and systems
- Packaging publicly available data and communicating it to employers, employees and other consumers in the region, in order to promote informed decision-making about where to seek care
- Promoting payment reforms including differential payments (pay-for-performance), selective contracting, tiered benefits, and other strategies

# Other Activities

- Catalyst for developing a community health plan on cancer screening disparities
- Availability of PBM group purchasing contract
- Participation in NBCH learning network
- GPBCH member newsletter

# Key Challenges

- Building membership
- Maintaining member interest
- Overcoming systemic inertia and resistance
- Developing effective strategy: balancing short-term accomplishments and long-term goals
- Funding initiatives

# Program Evaluation

- **STRUCTURE:** Membership is growing and members are actively engaged
- **PROCESS:** Range of activities has been increasing
- **OUTCOME:** Hey, it's only been 2 years (but signs of progress)

# SAVE THE DATE

May 21, 2014

GPBCH Annual Conference

The Business Case for Health, Productivity, and  
High Quality Care

# Contact Information

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