

# Why Join a Business and Health Care Coalition?

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# Presentation Outline

- Setting the Table: What Employers Want
- Help is on the Way!
  - About the Heartland Healthcare Coalition
  - What we do?
  - What's in it for me?
- Advancing the Value Based Purchasing Agenda

# Setting the Table: What Do Employers Want?

## Three Things:

- Lower health care costs
- Improved workforce health and productivity
- Improved health care

# But Employers are Bewildered

## *A Tale of Two Cities:*

- **Worst of Times:** Rising disease burden and health care costs put American industry at a competitive disadvantage
- **Best of Times:** Industry leaders know that reengineering, technology, and a consumer focus can drive improved quality and lower costs

# Something Employers Can Relate to

- The business world appreciates efficient services costing less
  - Health care is no different
- Better, safer, more appropriate health care costs as opposed to care delivered inefficiently, in unsafe environments and at the wrong time

# What are the Impediments?

- Not our business – “We make widgets”
- Health care dynamics are hard to master
- Corporate silos
- Difficult to look beyond individual employer strategy to collective engagement

# Help is on the Way!

- Coalitions of employers, acting together, have the purchasing leverage and political “cover” to move the market toward the health care system they want to buy
- Transformation requires access to resources—resources that we can provide
- Employers have an imperative role to play in the shift to value based purchasing

# About The Heartland Healthcare Coalition

- Founded in 1990
- We have 51 members, representing 400,000 covered lives
  - Manufacturing & Service Industries, City & County Governments, Education, Healthcare, and Insurance/Financial organizations.
- Our mission is to commit to working together to promote quality and cost-effectiveness in the allocation, management, and use of health care resources available in its member's communities.



# Coalition Member Value

- Quality Initiatives
- Group Purchasing Programs
- Educational/sharing Opportunities
- Opportunity to play an important role in shaping the healthcare system in our community for the future.

# What We Do?

## Our Services

- The Heartland Healthcare Coalition offers the following services:
  - Examples include: group purchasing for PBM Services, Dental Plans, Vision Plans, and Disability Coverage; quality improvement initiatives; and community partnerships.

# What We Do?

## Our Goals

- The Heartland Healthcare Coalition is committed to:
  - Fostering communications and action among business leaders on health care issues
  - Working with the local provider community
  - Value-based purchasing of health care services
  - Providing its members with educational opportunities that enhance their ability to become more knowledgeable in cutting-edge health care initiatives.

# What's in it For Me?

## Benefits of Coalition Membership

- Strength in numbers - leverage the market
- Pool expertise with experienced peers
- Stay on top of new developments and compliance issues
- Advocate on areas of common interest
- Share information & best practices - learn from your peers
- Collaborate with other parts of the health care system
- Make a difference in the lives of your employees and in the community

# Value Based Purchasing (VBP) in a Nutshell

- An Explanation from the Agency for Healthcare Research and Quality ([AHRQ](#))
  - Health care purchasers should hold health care providers accountable for both cost and quality
  - Information collected on quality of care, patient outcomes, and dollar outlays toward health help manage the system in its reduction of inappropriate care and reward for high-performing providers
- Limited number of employers acting in bold ways but a moderate amount are taking necessary first steps

# Advancing the Value Based Purchasing Agenda: *Measure, Report, Reward, Inform, & Lead*

## *HHC's Five Pillars:*

1. Performance Measurement
2. Transparency and Public Reporting
3. Payment Reform
4. Informed Consumer Choice
5. Purchaser Leadership and Action

*Accelerating the pace to the ultimate goal:  
health and health care improvement*

# Great Battle Plan... but Where are the Employer Generals?

- The unanswered question
- “Culture beats strategy every time”
- Without top employer leadership engagement, there will be no reform
- National *and* community leadership required
- Join a coalition for additional support, guidance, and resources

# Key Take Aways

- There's gold at the end of the rainbow of improving health care quality and efficiency
- Business and health coalitions are the key to the vision of health care reform, through value based purchasing, community by community
- The biggest obstacle to progress is not absence of value based purchasing strategies but absence of employer engagement and leadership
- There's a reason we're here: we're the only motivated change agents



# Contact Us

- For more information about The Heartland Healthcare Coalition or if you're interested in membership, please contact Jerry Custer at 309-266-8812 or [hhc@mtco.com](mailto:hhc@mtco.com) or Holly Geier at 309-266-8875 or [hhc2@mtco.com](mailto:hhc2@mtco.com)
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