Reminders

• **Call-in Information:**
  – Phone number: 1-800-503-2899
  – Participant code: 4035468
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• **For technical support during the webinar, contact:**
  – Allison Fratto at afratto@air.org
AF4Q: Employer Engagement Learning Collaborative
Learning Session #3
Alliances and Employers: Achieving High-value Health Care
February 21, 2012
American Institutes for Research Team
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Agenda

• Review the role of employers and the phases of engagement

• Share three case studies of employers engaged in efforts to achieve high-value health care
  – Greater Detroit Area Health Council (GDAHC) and the Health Care Value Taskforce
  – Pacific Business Group on Health and the Consumer-Purchaser Disclosure Project
  – South Central Pennsylvania’s Payment Reform Summit

• Open Q&A
Goals for Today

• Discuss strategies and lessons learned from the case studies to help Alliances identify opportunities to move across the phases of engagement

• Discuss the unique role that both Alliances and employers play—and how they can support each other to meet their goals

• Review several new tools and resources that your Alliance can use to support employer engagement in your community
Drivers of Employer Engagement

- **Users (consumers):** Employers use services or products provided by the Alliance.
- **Strategic Partners:** Employers provide input into planning or strategic decisions for activities or services of the Alliance that they do not directly use or gain any immediate benefit from.
- **Stakeholders:** Employers help shape a product or service they receive from the Alliance.
- **Providers:** Employer delivers a service or product which has a public benefit.
- **Catalysts:** Employers leading or driving change within the community.

Factors that Influence Employers

- Reasons for engagement
  - Company policy - employers as consumers to meet a specific need
  - Individual’s own interests and the culture of the employers - employers as strategic partners or providers
  - Being asked – preferably through a personal approach
  - The desire “to give something back” to either the business community, the local community, or helping society more generally

- An effective engagement process includes:
  - Using the right language,
  - Understanding the business context, and
  - Identifying the business drivers for engagement
Case Study: AIAG Health Care Value Taskforce

• For nearly 30 years, AIAG has successfully brought OEMs and suppliers together to address industry issues, increase efficiencies and provide a neutral, legal and professional infrastructure that allows collaborative resolutions.

• Health Care Value Task Force (HVTF) = AIAG members + other interested purchasers leveraging collective purchasing power in SE Michigan
Health Care Value Taskforce: Guiding Principles

• **Alignment**
  – Collective focus with flexibility related to priorities of each company’s operating environment

• **Consistency**
  – Consistent messages to health care stakeholders

• **Value**
  – Maximize value of spend; decrease variation in care delivery

• **Sustainability**
  – Not short term fix- long term solutions

• **Data Driven**
  – Utilize data to identify collective opportunities
Health Care Value Taskforce and GDAHC

- HVTF does not want to be a multi-stakeholder convener; but…
- Cannot operate in a vacuum- need to work with other stakeholders on specific initiatives
- GDAHC’s role from purchaser perspective:
  - Multi-stakeholder convener
  - ‘Test bed’ for specific initiatives
  - Link to state and national programs, policy, foundations, funding etc.
Health Care Value Taskforce

• Initial activity
  – Identify common areas of focus and map out ease of effort against potential impact
  – Get the HVTF name ‘out there’ to encourage additional purchaser engagement
  – Focus on short term opportunities
    • Leapfrog
    • Drive discussions with common carrier

• Next Steps
  – Data sources, solidify focus areas, recruit

Case Study: South Central Pennsylvania

In the Past...

• Few employers involved in Leadership Team
• Chambers disinterested in AF4Q
• Relationship with Manufacturers Association had dwindled
• Numerous business health groups had failed to jell
• One bright spot: industry improvement coaches working with Primary Care Practices involved in Planned Care Collaborative
South Central Pennsylvania

In the Last 5 Months…

• Recruited a neutral, respected leader = local United Way president

• Recruited 6 leaders from lead businesses

• Those 6 leaders recruited peers to attend two future meetings:
  – Health Reform 101 Luncheon (Harold Miller) – September
  – Employer-Provider Summit – October

• Follow up meeting held January with the 8 Leaders
South Central Pennsylvania

In the Future…

• Next meeting to be held in near future with a larger group of interested businesses, focus areas:
  – Wellness
  – Highest cost conditions/procedures

• Verbal commitment from the 6 leaders to form a “SCPA Business Council on Health”
Discussion: Engaging employers in efforts to achieve high-value health care

- What strategies can your Alliance use and with which employers?
- What messages can your Alliance use and with which employers?
- What does your Alliance bring to the table?
- What do employers bring to the table?
- How can you support each other to reach your goals?