

Reminders

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 - **Allison Fratto at afratto@air.org**

AF4Q: Employer Engagement Learning Collaborative

Learning Session #3

**Alliances and Employers: Achieving High-value
Health Care**

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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

Source: Employer Engagement, Research Report 29, February 2008.

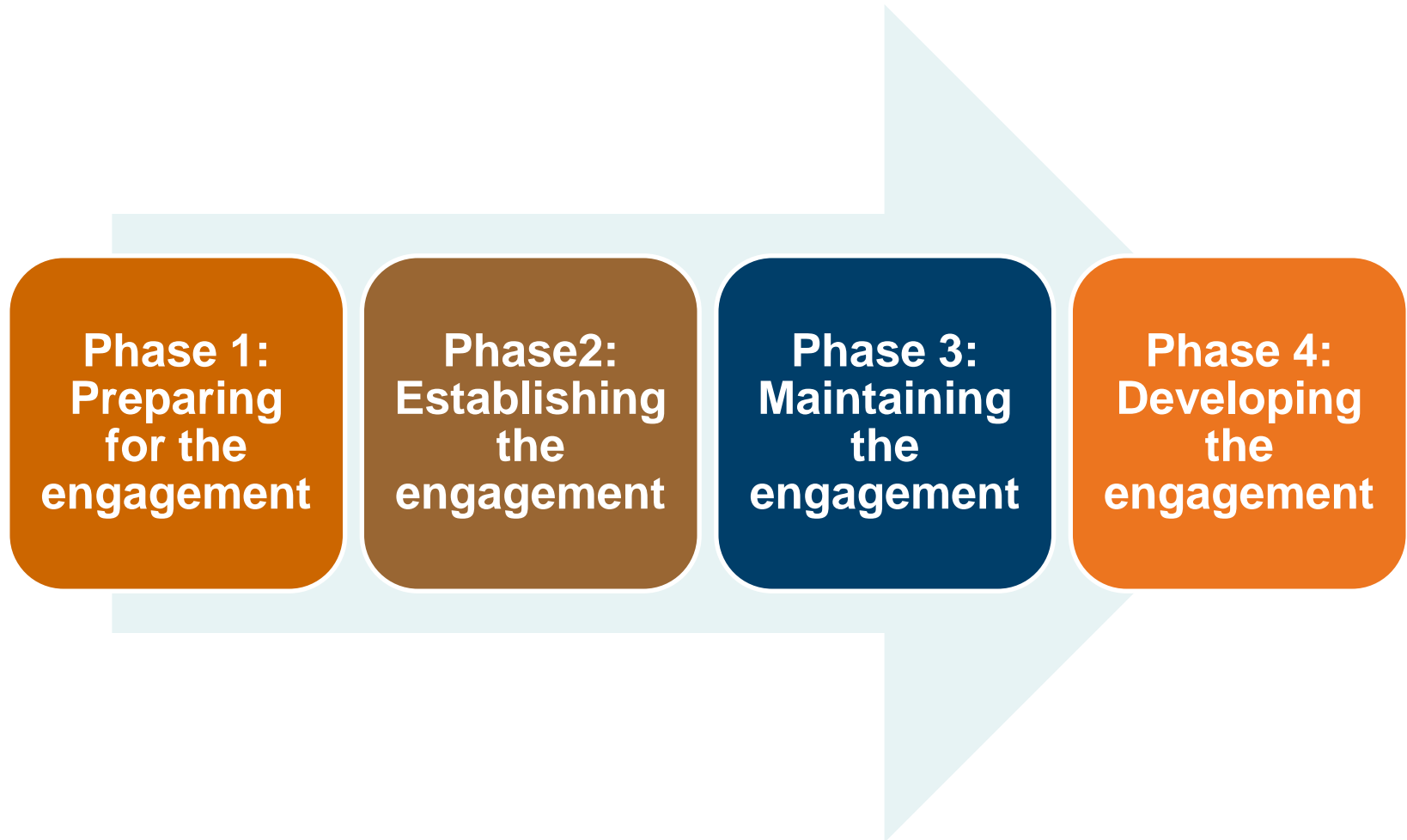
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**Aligning Forces
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Factors that Influence Employers

- 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

Phases of Employer Engagement



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Case Study: AIAG Health Care Value Taskforce



The **Catalyst** for Peak Performance™

- 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?