

## Employer Engagement Learning Collaborative: Resource Directory

### Purpose

- Catalogue existing resources Alliances can use to engage employers (both the initial outreach and in the long-term)
- Share information across Alliances to facilitate resource sharing and exchange of ideas and best practices
- Systematically track coalitions and other groups (e.g., Advisory) and capture their working definitions

### Albuquerque

Product/Activity	Classification	Explanation of purpose, audience, stakeholders, etc.
Business Health Advisory Group	Group	Consists of employers, small and public
“Top 20” group from the advisory group	Group	About 20 employers, a subset of the Advisory Group, who are really active and engaged
Webinars and meetings	Education	<p>Event last year where Andy Webber spoke about the impact of health care reform on employers.</p> <p>Had event on 9/21 where Harold Miller spoke; employers walked away feeling like the Alliance had something to offer them</p>
Employers asked the Alliance to serve as an organizing entity for them – they lack the one employer who wants to step up and establish a coalition.	Relationship	<p>Employers have identified a need for wellness and prevention outreach/messaging</p> <p>Local Chamber of Commerce has a health care commission, although they have not historically focused on issues the Alliance cares about.</p>

## Boston

<b>Product/Activity</b>	<b>Classification</b>	<b>Explanation of purpose, audience, stakeholders, etc.</b>
Work with the associations they have relationships with to get the word out to employers (Massachusetts Business Roundtable, Association of Health Industries, Group of Insurance Commissions who represent local and regional governments in MA)	Relationship	MHQP (operational manager for AF4Q program) has a good relationship with big groups and larger employers; these groups have supported transparency and public reporting.
Connect with the business community around messaging.	Goal	Create a synergy around certain issues (e.g., health and payment reform)
Advance understanding of health care and payment reform	Goal	How to communicate with patients and the general public about what this means for their care.

## Cincinnati

<b>Product/Activity</b>	<b>Classification</b>	<b>Explanation of purpose, audience, stakeholders, etc.</b>
Strong employer relationships with Proctor and Gamble and General Electric	Relationship	GE executive on loan; P & G member on board
Employer Health Care Alliance	Group	Comprising large employers, audience for wellness, value, and cost information
Employer Toolkit	Tool	Targeted open enrollment and health benefits managers with Toolkit, equipped with a range of brochures and articles to promote awareness around quality issues; branded and adapted resources from the <a href="#">AIR Communication Toolkit</a>
Research on and preparation for hospital quality public reporting	Expertise	Will ask employers which hospital measures or hospital quality issues are most important to them – strategy for linking public reporting and employer engagement activities
Partnership with Benefits Consultants	Relationship	Vehicle to disseminate the Employer Toolkit and drive employees to public reports on website ( <a href="http://yourhealthmatters.org/">http://yourhealthmatters.org/</a> )

## Kansas City

<b>Product/Activity</b>	<b>Classification</b>	<b>Explanation of purpose, audience, stakeholders, etc.</b>
Partnership with Local Investment Commission	Relationship	Access to key employers and small employers they are interested in focusing on benefits
Economic Development Councils	Group	Interested in Health from the prospective of recruiting new employers to community
Greater Kansas City Health Council	Group	
Smaller Chambers	Group	Small chambers look smaller geographic area. NE Chamber is working on obesity.
Health fairs	Education	Promote health and wellness, can offer to small to medium employers

## Memphis

<b>Product/Activity</b>	<b>Classification</b>	<b>Explanation of purpose, audience, stakeholders, etc.</b>
Strong partnership with Memphis Business Group on Health	Relationship	Access to large employers, focus on benefits
Economic Development Councils	Group	
Health fairs	Education	Promote health and wellness, can offer to small to medium employers

## Minnesota

<b>Product/Activity</b>	<b>Classification</b>	<b>Explanation of purpose, audience, stakeholders, etc.</b>
Purchasers' Coalition	Group	Local coalition, active in other AF4Q work
Buyers Health Care Action Group	Group	Potential for collaboration
Employer Coalition	Group	Invested through Bridges to Excellence and Pay for Performance programs (concern though that these employers don't want to partner only at local level)
<a href="#">Employer's Communications Toolkit</a>	Tool	Educates employers about quality reporting, the resources MNCM offers, links quality information with health outcomes, and provides series of one-pagers with condition-specific (e.g., asthma) information
Successful engagement of large employers around community measurement	Relationship	Leverage this momentum to focus on current goals

Personal connections to school districts	Relationship	Leverage to engage public employers, a key target for MNCM
D5 Campaign; Diabetes Health Tracker (available through <a href="#">D5 website</a> )	Expertise	D5 reached a large audience and raised awareness on an important chronic condition

## Oregon

<b>Product/Activity</b>	<b>Classification</b>	<b>Explanation of purpose, audience, stakeholders, etc.</b>
Purchasers' Coalition	Group	Local group, spun off to create a group focused on quality
Brochure for event to engage Purchasers' Coalition	Tool	Could update; was used to educate Purchasers' Coalition about the Alliance's activities
Consumer brochure on low-back pain	Tool	Aimed at employees/consumers to educate them about appropriate care for low-back pain
Role of Public Employees Benefit Board (PEBB) and State Education Benefits Board	Relationship	PEBB is active in purchasing health care and requires plans they contract with to participate in their quality initiatives; PEBB links to the Alliance's quality reports from their website

## Puget Sound

<b>Product/Activity</b>	<b>Classification</b>	<b>Explanation of purpose, audience, stakeholders, etc.</b>
Purchasers' Affinity Group	Group	Meet quarterly to discuss hot topics, but opportunity for improvement, e.g., clarity of topics/goals, more regular meetings
<a href="#">Own Your Health</a> campaign	Expertise/Tool	Piloted in King County, campaign that included emails, lunch-and-learns, website with information for consumers/employees, social media outlets; focused on health improvement and the value of quality information
Sponsor eValu8	Expertise/Tool	Started in 2008, done directly through employers
Board composed mostly of purchasers	Relationship	Can leverage these connections
Actionable data	Information/Expertise	Can equip employers with quality and resource use data (resource use data is highly important to employers)

## South Central PA

<b>Product/Activity</b>	<b>Classification</b>	<b>Explanation of purpose, audience, stakeholders, etc.</b>
Workplace wellness programs	Education/ Expertise	Partner with local employers including WellSpan and other larger health organizations
Small planning group for Annual Wellness Summit sponsored by the Alliance	Relationship/ expertise	Can leverage these existing relationships and interests
Active Education programs	Education	Ongoing webinars, luncheons/brown bags and summits to discuss relevant topics: <ul style="list-style-type: none"> <li>• Payment reform 101</li> <li>• Local innovations in primary care and payment reform</li> </ul>
Active engaged employers	Relationship	Active in wellness and other initiatives; Wellspan is using Prometheus data, which can be showcased in 2012
Reliable source of purchasing information	Education/Ex pertise	Currently provides patient empowerment and self management support, such as information on preventable hospitalizations
New partnership opportunities	Relationship	The Chamber merged with the economic development corporation, becoming the “York County Economic Alliance.”
Work done on Inpatient Cost and Efficiency Indicators	Expertise	Well respected in region

## West Michigan

<b>Product/Activity</b>	<b>Classification</b>	<b>Explanation of purpose, audience, stakeholders, etc.</b>
Midwest Business Group on Health	Group	National business group serving the Midwest
CEO Summit	Education/ Relationship	Engaged CEOs in Alliance’s work, led to spinoff group of employers
Employer Planning Group	Group	Group of 8-10 large employers, forming leadership group, result of CEO Summit

## Western New York

<b>Product/Activity</b>	<b>Classification</b>	<b>Explanation of purpose, audience, stakeholders, etc.</b>
Annual Conference	Education/Relationship/Expertise	Annual meeting for a variety of stakeholders
Economic Development Councils	Group	Group concerned with bringing businesses and jobs to the region
Prevention/Wellness is a big driver locally	Expertise	Most employers are self funders with huge interest in prevention and wellness – opportunity for Alliance to share expertise and connect these issues to quality and cost

## Other Resources

- Public reports of quality and cost information
- [AIR Communication Toolkit](#)
- [International Society of Certified Employee Benefits Specialists](#) - Local Chapters
- Local Chambers of Commerce
- Regional Economic Development Councils