

Dear Alliance Member,

The goals of the Employer Engagement Learning Collaborative (EELC) include working with participating Alliances to develop and test resources—and share experiences and lessons learned—to engage and partner with employers as key stakeholders to achieve one or more of the following:

- help improve health care quality and lower costs in their local communities,
- engage consumers in their health care and health care decisions, and
- work on opportunities related to payment reform.

To share experiences and lessons learned, AIR will send periodic **e-Alerts** to highlight activities and accomplishments of the Alliances. While each Alliance in the Collaborative operates in a unique environment—and has different goals and past experiences with employer engagement—these e-Alerts are designed to help Alliances recognize commonalities and opportunities to draw upon the work of others.

This e-Alert highlights recent activities from two of the EELC Alliances: Cincinnati and West Michigan.

1. **The Health Improvement Collaborative of Greater Cincinnati** is working with employers to reach out to and educate employees about cost, quality, and making informed health care decisions. As one step in this process, the Alliance adapted resources from the California HealthCare Foundation (CHCF) and AIR's [Communication Toolkit](#) into a series of 10 short, actionable documents. The one-page documents address topics such as: *Managing Your Health After Your Health Care Appointment*; *Questions to Ask About Prescriptions*; *Using Information About Health Care Quality*; and *What is the Right Amount of Care*. Each document refers the reader to Cincinnati's public reports of comparative quality information (www.yourhealthmatters.org).

These documents were incorporated into a packet for benefits management companies to share with their employer customers. Employers in the Cincinnati area will share the documents with employees this fall during open enrollment periods to help them make informed decisions about their health—and find quality care.

2. **The West Michigan Alliance for Health** is targeting CEO's to further engage employers in AF4Q initiative. Earlier in the year, the Alliance hosted a *CEO Health Care Summit* to: update CEOs and senior executives of West Michigan businesses and public sector employers about the AF4Q initiative; present value propositions for business support of AF4Q; and encourage attendees to invest time, financial support, and expertise of staff in AF4Q projects. The Alliance identified liaisons from attending organizations and subsequently identified a group of about 10 relatively large employers to target in their first wave of employer engagement activities. The Alliance has continued the dialogue with this first group of employers and looks forward to many productive meetings.

We encourage you to reach out to these Alliances if you have any questions about their recent work. We would also like to thank all of the participating Alliances for a great start to the Learning Collaborative!

Hot Topics for Conversations with Employers

During our EELC Kick-off Call in September, we asked Alliances what topics they would like to see added to [The Communication Toolkit](#). Below are the responses from the 10 participating Alliances:

- Value
- Costs
- Payment reform
- Benefit design
- Consumer-directed health plans

Please share your feedback with us at afratto@air.org.

Sincerely,
The AIR Team