

## **ABOUT THE PRESENTATIONS**

**Christopher V. Goff, JD, MBA**  
*CEO & General Counsel*  
*Employers Health Coalition of Ohio, and*  
*Employers Health Purchasing Corporation of Ohio*

### **Topic- *The Impact of Health Care Reform on the Delivery of Health Care in the US***

Mr. Goff's presentation will provide a brief review of the changes that have occurred and the current state of health care reform in the United States, Explore how quality improvement and delivery system reform efforts impact employers, medical groups, and health care organizations, and Explore resources to help stakeholders decide on their approach to health care in view of Health Care Reform.

**Brian Klepper, PhD**  
*CEO National Business Coalition on Health (NBCH)*  
*Principal and Chief Development Officer, WeCare, TLC, LLC.*

### **Topic- *WeCare, TLC, Employer Sponsored On-site and Near-site Clinics***

**WeCare, TLC** is a medical management firm that develops and operates on-site and near-site primary care clinics for employers and other health plan sponsors. WeCare clinics become advanced medical homes for patients, positively influencing care and cost throughout the health care system. This approach yields significant group and occupational health savings, and improves the health and productivity of employees and their families. WeCare clients invest in clinics to receive a multiple return in their health plans' costs, immediately and going forward.

Learn more about how the WeCare model works. WeCare is among health care's fastest growing firms.

Brian is an advisor to large health care firms and employers, and is nationally prominent as an explainer of health care's problems and solutions, with a particular emphasis on policy- and market-based medical management approaches proven to reduce cost while improving quality.

**Sara Hanlon, MBA**

*Vice President, Member Support  
National Business Coalition on Health (NBCH)*

**Topic- ValuePort: Tools to Assist Employers in Adopting and Measuring Purchasing Strategies.**

ValuePort is a comprehensive and easy to use online tool that helps benefits and wellness professionals achieve the highest value in their purchasing decisions. The tool guides an employer in the selection of strategies to strengthen their health care dollar by:

***Identifying where to improve employee health and increase the value of your health spend from within,***

***Compare your value purchasing implementation with industry peers, and***

***Evaluate the performance of the vendors you have selected to help you meet your health status and budget goals***

While the market is crowded with many different solutions, research shows that employers are lacking a tool that provides quantitative data to facilitate the purchasing process and the relationship management between purchasers and health benefit providers. The ValuePort platform offers benefits and wellness professionals a “decision support tool” to guide their adoption of value-based purchasing strategies. This tool allows employers to become empowered to make requests of vendors and take action.

**Murray Harber, BS**

*Executive Director  
Mississippi Business Group on Health*

**Topic- Benefit Design Strategies Which Bring Value to Purchasing**

In today’s competitive employment market, employers must achieve the greatest possible health impact from medical expenditures, while creating opportunity to restructure health benefits and change the orientation of the health care debate focus from cost to clinical value, and minimize the lack of adherence to evidence-based services resulting from across-the-board cost sharing.

We know traditional strategies for controlling rising costs, such as structuring benefits to minimize premiums, and reducing drug costs through higher co-pays, ultimately disincentivize healthy behavior by shifting a greater economic burden onto the employees; this is a fix, but not a long term solution.

**(Murray Harber – continued)**

Longer term strategies, with proven results, come from decisions based on value-based initiatives, which view employee health as an overall asset. By creating benefits that support a culture of wellness, and structuring co-pays to incentivize (rather than deter) healthy behavior, overall productivity at your company should increase.

Mr. Harber's presentation will include case studies from employers across the U.S. which illustrate how purchasing on value is an intelligent business decision.

**Christopher V. Goff, J.D., MBA**

*CEO & General Counsel*

*Employers Health Coalition of Ohio, and*

*Employers Health Purchasing Corporation of Ohio*

***Topic- A Private Exchange Evaluation Collaborative***

Private health insurance exchanges are one option employers are exploring in order to cut health care costs, reduce their administrative burdens and increase the benefit choices they offer to covered employees. Multiple studies indicate that many U.S. employers are looking at these private exchanges for active employees, and an even greater number are using or considering them for retirees.

A variety of brokers, consultants, payers, and other intermediaries are offering private exchanges, but there is a mix of vested interests at play among these service providers. As a result, employers are seeking an objective source of information and advice as they evaluate potential private exchange strategies and the vendors that could support them.

This new Private Exchange Evaluation Collaborative will allow an employer to solicit and provide unbiased, comparative information and support on private exchange strategies and purchasing decisions.

**Brian Klepper, PhD**

*CEO National Business Coalition on Health (NBCH)*

*Principal and Chief Development Officer, WeCare, TLC, LLC.*

***Topic- Why Only Business Can Save America From Health Care***

Health care is now, without question, the most serious threat to America's national economic security. Over the past decade, \$4 of every \$5 of household incomes growth was absorbed by health care, squeezing out other critical needs, like education and infrastructure replacement. Businesses competing in international markets must overcome a 9+% health care cost disadvantage to be on a level playing field with competitors in Australia, Korea or Germany.

**(Dr. Klepper – continued)**

We pay double the health care costs than in other developed nations, and the best studies show more than half of our health care spend is unnecessary or provides no value. This is an annual amount equal to 9% of GDP, or our 2012 budget deficit.

Only one group is larger and more powerful than the health care industry, and that's everyone else. Only if America's business community comes together, mobilizing on this problem and becoming a counterweight to the health care industry's influence, can we bring health care back to rights.

***70% of CFOs Worry About Health Care Costs Most***

*Seven out of 10 CFOs and other top financial executives ranked health care among their top business concerns for 2013, easily topping a list of suggestions that included revenue growth, energy costs, taxes and the ability to find qualified workers."*

*Bank of America  
Merrill Lynch Survey  
USA Today, July 23, 2013*

Regaining the strength – and the confidence of employer and union purchasers in its capabilities – will require solidarity of purpose and a significant operational and cultural transformation.