



***BHC C-Suite Event:  
Shared Vision – Facing the Future of Health Care Together***

**Presentations by:**

**John Raymond, Sr., MD** – *CEO of the Medical College of Wisconsin*

**Elizabeth Winsor** – *CEO UnitedHealthcare National Accounts*

**Panel Discussion Participants:**

**David Smith**, *Assistant Vice President, Customer Analysis & Solutions,  
UnitedHealthcare*

**Todd Smasal**, *Director, Total Rewards, Northwestern Mutual*

**John Elliott**, *Vice President, Client Development, UnitedHealthcare*

**Lisa Mrozinski**, *Director of Total Rewards, Baird*

**June 5, 2017, 8:30 – 11:00 AM**

**Executive Summary**

We wish to extend a sincere thank you to all who attended the June 5 Business Health Care Group (BHC) C-suite event hosted by Baird. We appreciated the opportunity to share the insights from our presenters and executive panel and to listen to your thoughts and speak with many of you.

Below is a brief recap with highlights/takeaways from the afternoon.

***Shared Vision – Facing the Future of Health Care Together***

**John Raymond, Sr., MD** – *CEO of the Medical College of Wisconsin (MCW)*

- MCW is the only academic medical center in southeast Wisconsin. It is a major clinical workforce supplier. Over one-third of Wisconsin physicians are MCW alumni.
- MCW is in the top third of medical schools in terms of research funding and the top 100 of research institutions in the country.

- MCW provides unique clinical power that can't be reproduced in the region (e.g., level one trauma center, advanced cancer care, etc.). It is the essential clinical engine driving Froedtert Health, Children's Hospital, Zablocki V.A. Hospital and the BloodCenter of Wisconsin.
- Its recognized clinical excellence as a major teaching hospital and research facility brings many tangible and intangible benefits to the region.
- MCW is undergoing a major cost reduction initiative that will distribute care to more cost effective models. It is committed to looking at the total cost of care, providing data and working as partners with BHCG and employers.
- ***"You've (BHCG) been very effective. This group has been singularly accountable for keeping the cost of health care down in this part of the state."***
- Dr. Raymond's [slides](#) are available for review.

### **Elizabeth Winsor –CEO UnitedHealthcare (UHC) National Accounts**

- Health care is local – UHC and organizations like BHCG are moving away from “one size fits all” solutions. Employers need customized solutions for individual markets that should be developed through a collaborative process with local providers and include shared risk.
- UHC's focus on quality drove it to use a net promoter system that asks one question, “Would you be willing to refer to a colleague or a friend to work with UnitedHealthcare?” Over the last ten years, client assessment of net promoter scores shows continuous improvement.
- 2017 areas of focus are: accountability, flexible systems (works with over 400 vendors), innovation that delivers solutions and measurable results, rich data and tools that inform decisions and optimum employee engagement.
- UHC now has evidence about how improved health leads to better business performance. A recent case study using a data-driven Consumer Activation Index (CAI) found that business metrics improved when members made better clinical, service and financial decisions.
- BHCG is more advanced than other large employers in using the Premium designation strategy.
- ***"There are different reasons why employers come together. BHCG is a unique organization with a distinct value proposition focusing on quality, which leads to better outcomes, better health and better costs. And you are pushing us and that's good – not just good for UnitedHealthcare, but for the industry on whole."***
- Elizabeth Winsor's [slides](#) are available for review.

**Executive Panel Discussion – David Smith, Assistant Vice President, Customer Analysis & Solutions, UnitedHealthcare; Todd Smasal, Director, Total Rewards, Northwestern Mutual; John Elliott, Vice President, Client**

*Development, UnitedHealthcare; Lisa Mrozinski, Director of Total Rewards, Baird*

- Outperforming the market: Compared to other UnitedHealthcare eastern Wisconsin employers, BHCG's 2016 results show 12% lower medical costs on a per member per month basis.
- Reduced year over year medical costs: Compared to BHCG's self-funded employers' historical results and feedback from employers, medical per member per month costs reduced approximately 10% in 2016. This is an overall savings as a result of moving from a narrow network solution to UHC's broad-based network.
- There is great value in the BHCG/UHC partnership and in working collectively and collaboratively with other benefits professionals to think creatively and innovatively. Employers achieve greater outcomes together than on their own.
- A key benefit of the BHCG/UHC partnership and the Premium designation program is it requires accountability from all stakeholders, including UnitedHealthcare.
- Consumerism is a difficult concept for employers to communicate to employees. The Premium designation program, as well as the Best Doctors program puts quality as the focus for employees to connect the dots.
- There needs to be a balance between cost and quality and not just a focus on unit cost. The Premium designation program is in line with this philosophy, providing employees with the tools and resources they need to make better decisions.
- The BHCG dedicated Advocate4Me customer service team and designated clinical team are highly integrated into the solution to drive better consumer decision-making and engagement of Premium Designated providers.
- ***"I feel an obligation to our community and our employees to continue to grow this organization so that we can improve the health and wellbeing of individuals and health care and health care costs in our community. The more of us working on that collectively, the more successful we will be at achieving those outcomes."***  
***-- Todd Smasal, Northwestern Mutual***

**More information**

To get more information or schedule a meeting to learn more about BHCG membership and the BHCG/UnitedHealthcare partnership, please contact Jeff Kluever at 262-875-3312 EXT. 1 or [jkluever@BHCGWI.org](mailto:jkluever@BHCGWI.org)

**Upcoming BHCG C events**

- **October 12 – C-suite Event** featuring Ray Fabius, M.D., *Population Health, Population Health Management and Building Cultures of Wellbeing*
- **Week of October 23 – Annual Meeting** – more details coming soon