



**Business Health Care Group  
2016 Annual Meeting: Employers Walking in Unison – A  
Celebration of Success  
at Discovery World  
October 26, 2016**

**Presentations by:**

- Jeffrey Kluever, executive director, Business Health Care Group
- Katrina Cravy, former consumer reporter at Fox6 in Milwaukee
- Candace Arentz, assistant director of employee benefits at Northwestern Mutual
- Lisa Mrozinski, director of total rewards at Robert W. Baird & Co.
- David Smith, assistant vice president – central region, customer analysis & solutions UnitedHealthcare
- Amit Ahluwalia, vice president of sales, Flock

**Executive Summary**

With member employers, providers, brokers/consultants, sponsoring organizations and strategic partners in attendance, the Business Health Care Group (BHCG) conducted its fifth public annual meeting at Discovery World on October 26. The meeting, entitled “*Employers Walking in Unison, A Celebration of Success*,” was highlighted by a keynote address from Katrina Cravy, an Emmy-award winning consumer reporter formerly with Fox6 in Milwaukee.

Jeffrey Kluever, BHCG’s executive director, reported on BHCG initiatives and accomplishments over the past year and BHCG’s vision and strategy. A panel discussion, moderated by Tim Stumm, editor of Wisconsin Health News, explored successful benefits

strategies initiated by BHCG employers and opportunities to take advantage of two UnitedHealthcare programs.

The fifth *Driving Meaningful Change Award* was presented as well as recognition awards to six UnitedHealthcare employees who have provided outstanding service to BHCG member employers and their employees.

## **BHCG's Strategic Direction and Results**

Jeffrey Kluever kicked off the meeting with a review of the BHCG's strategic direction along with results from the past year. BHCG's strong performance over the past year included:

- Transitioning the majority of self-funded BHCG members who had been with Humana to UnitedHealthcare.
- The addition of seven self-funded and four fully-insured employers that joined BHCG/UHC in 2016 or will join, effective January 1, 2017
- BHCG self-funded employers are seeing their per member per month (PMPM) allowed costs rise less than the average for southeast Wisconsin in 2015 and their estimated 2016 PMPM costs actually decreasing nine percent compared to 2015

Highlights of BHCG strategic direction, in partnership with UnitedHealthcare include:

- Offering a broad network based on identifying quality and cost efficient providers. A broad network:
  - Empowers consumers
  - Encourages provider accountability
  - Allows consumer to choose high value providers regardless of health system affiliation
  - Drives market competition
- Improving consumerism, while maintaining choice, with effective transparency tools and strong education and communication efforts
- Utilizing Premium Designated providers based on both quality and cost efficiency metrics resulting in the opportunity for BHCG member employers to reduce covered medical spend of \$36 to \$40 million
- A strong value proposition for member employers from their [BHCG membership](#) and the [BHCG-UnitedHealthcare partnership](#)
- CEO and executive level participation in the BHCG has been a hallmark of the organization since its inception and is unique among employer coalitions across the country
- New initiatives for 2017 including:
  - Expansion into 11 northeast Wisconsin counties

- The establishment of a Broker/Consultant Subcommittee as a vehicle to collaboratively engage market leaders

## **Driving Meaningful Change Award**

The fifth *Driving Meaningful Change* award was not presented to an organization or an individual, but rather to the executive leadership of BHCG member employers – both past and present. They were deserving of the award for their vision, commitment and guidance in the market changing success of the BHCG. Accepting the award on behalf of the collective leadership were Paul Purcell, chairman of Robert W. Baird and Keith Nosbusch, chairman of Rockwell Automation. Both Paul and Keith have been very involved in guiding the BHCG over the years and they shared their unique perspective on the evolution of our efforts and what has led to our success. [Videos](#) of their acceptance remarks are available at the BHCG website.

## **Panel Discussion – Successful Benefit Strategies**

A [panel discussion](#) explored several successful benefit strategies utilized by two BHCG member employers and provided information about two UnitedHealthcare programs.

**Candace Arentz, assistant director of employee benefits at Northwestern Mutual, Premium Designated Providers – Tier I Benefit Design**

- Steering employees to Premium Designated providers supports Northwestern Mutual’s health care benefits strategy
- Northwestern Mutual employees who are highly engaged with Premium Designated Providers have lower medical costs, fewer ER visits/1000 and fewer inpatient admissions with fewer days in the hospital
- For 2017 Northwestern Mutual intends on increasing engagement among employees

**David Smith, assistant vice president – central region, customer analysis & solutions, UnitedHealthcare, Virtual Health Plan model**

- UnitedHealthcare’s Virtual Health Plan uses a reporting and analysis tool to continuously monitor health plan performance across BHCG member employers to identify cost drivers and develop solutions
- A senior health care executive team consisting of a chief medical officer, a chief operating officer and an analytics team is focused on BHCG’s collective benefit plan performance. It:
  - Develops clinical strategies
  - Assures clinical operating integrity
  - Identifies emerging trends and cost drivers
- BHCG’s Virtual Health Plan integrates a full solution with offerings such as:
  - A high performance network
  - A Premium Designation Tier I program

- A BHCG-dedicated Advocate4Me team
- Health analytics capabilities
- Pilot programs

**Lisa Mrozinski, director of total rewards at Robert W. Baird & Co., *Best Doctors at Baird***

- Baird is committed to supporting its employees and their families in making the best health care decisions and sought out external expertise to help plan members get the right answers and the best quality information to ensure better outcomes
- Baird has utilized Best Doctors informed decision-making program to produce better outcomes for their associates and dependents since 2012
- Best Doctors was selected after a comprehensive selection and vetting process conducted by several BHCG member employer representatives. This is another example of the BHCG value proposition – confidence that the vendors BHCG works with and offers to its members are best in class
- 2015 results showed:
  - Sixty-three member contacts
  - Sixty-three percent had diagnosis changes and 63 percent had treatment changes as a result of Best Doctors intervention and recommendations
  - One hundred percent of respondents gave the highest rating for Best Doctors' overall ability to meet their needs and would recommend Best Doctors to their co-workers
- Communication of the program is essential and includes:
  - Communications pieces from Best Doctors
  - Integration with other vendor partners (e.g., UnitedHealthcare to facilitate referrals)
  - Word of mouth, enforcing positive experiences and promoting the benefit
- ROI for Baird is \$13:1 and as important, if not more, is peace of mind for associates when navigating a complex health care marketplace

**Amit Ahluwalia, vice president of sales, Flock, *Simplifying onboarding, benefits management, time-off tracking and employee engagement***

- Flock is a complete HRIS and benefits administration tool that centralizes all employee activity and data into a single warehouse that can be easily and quickly accessed, monitored and analyzed
- Flock's Human Resources management solution provides employers with the help they need in four critical areas:
  - Onboarding
  - Compliance (ACA, HIPAA)
  - Benefits administration
  - Payroll

- An employer's trusted advisors (brokers/consultants, claims administrator, payroll provider, etc.) have access to the Flock system
- BHCG member employers purchasing Flock (even if they do not use UnitedHealthcare for administration) receive preferential pricing that reflects a 50 percent discount off of market pricing

## **Keynote Address by Katrina Cravy: The Mission IS Possible**

Key messages from Katrina's address:

- Health care is personal. Your **mission** is to change the lives of employees and their families by allaying their fears, directing them to the right providers who can help
- Not every **mission** goes according to plan. It's important to edit out the things that go wrong and not beat yourself up about dumb mistakes. It's OK to make mistakes. View mistakes as an opportunity to make a different decision next time. Innovative solutions come from honest discussions about problems and working on them together
- The **mission** is customer service. We can all be glorified customer service representatives. Each one of us has the power to make that extra effort to help the others. Where in your life can you make an unexpected difference for someone else?
- Find your **mission** and take care of people

## **Recognition**

Jeffrey Kluever recognized numerous individual and organizations that have contributed to the BHCG's success in the past and will be integral to advancing the BHCG's strategy going forward.

A distinguishing feature of the BHCG is the active involvement and guidance of our member employer CEOs. The 2017 CEO Committee representatives were recognized at the meeting:

- Todd Teske, Briggs & Stratton Corporation
- Paul Purcell, Robert W. Baird & Co., Incorporated
- Keith Nosbusch, Rockwell Automation, Inc.

We were also pleased to introduce new member employers into our group. Members joining us in 2016 include:

- A. O. Smith Corporation
- ATC Management Inc.
- Children's Hospital of Wisconsin
- Home Care Medical, Inc.
- Kohl's Department Stores

Several new members have made the decision to join the BHCG in 2017 and they were introduced as well:

- Bemis Manufacturing Company
- Nordco, Inc.
- UnitedHealthcare

We also recognized the invaluable contributions to our organization made by our 2017 Executive Steering Committee:

- Dennis Salentine, BMO Financial Group
- Ellen Vebber, Briggs & Stratton Corporation
- Frank Pacetti, City of Kenosha
- Jim Sheeran, MillerCoors, LLC
- Lisa Mrozinski, Robert W. Baird & Co., Incorporated
- Teri Carpenter, Rockwell Automation, Inc.
- Candace Arentz, The Northwestern Mutual Life Insurance Company

Six UnitedHealthcare employees were saluted with Recognition Awards for the outstanding service they have provided to BHCG member employers and their employees. Receiving awards were:

- Brad Gendron - Field Account Manager
- Lynne Dohl – Key Accounts, Strategic Client Executive
- Judi Brown – Health Analytic Consultant
- Andrew Tice – Benefit Advocate –Green Bay
- Mary Ann Muhammad – Clinical Manager – Lisle
- Anna Martinez- Director, Health Analytics on the Customer Analysis and Solutions Team

Photographs from the event can be found in the [Photo Gallery](#).