



Business Health Care Group

*Driving Meaningful Change*

**Business Health Care Group 2012 Annual Meeting  
at  
The Rumble at the Harley-Davidson Museum®  
September 27, 2012**

**Presentations by:**

Keynote: Paul Purcell, chairman, president and CEO at Robert W. Baird & Co.  
Dianne Kiehl, executive director, Business Health Care Group  
Tim Hussy, membership director, Business Health Care Group  
Janet Lucas-Taylor, consultant, Towers Watson

**Executive Summary**

With approximately 150 members, providers, brokers/consultants, and strategic partners in attendance, the BHCG conducted its first public annual meeting at The Rumble at the Harley-Davidson Museum® on September 27. The meeting, entitled **Joined at the Hip – Outperforming the Market**, was highlighted by a keynote address from Paul Purcell, chairman, president and CEO at Robert W. Baird & Co. and the presentation of the inaugural *Driving Meaningful Change Award*, given to the Wisconsin Collaborative for Healthcare Quality (WCHQ). Dianne Kiehl and Tim Hussey of the BHCG and Janet Lucas-Taylor of Towers Watson reported on BHCG initiatives and accomplishments over the past year and plans for the coming year. Hussy also presented awards to three of the BHCG’s sales distributors.

**Keynote Presentation, Paul Purcell**

In his speech, *Connecting the Dots: Education • Jobs • Health Care*, Purcell maintained that the region’s success is largely influenced by the interdependence of better education, jobs driven by innovation and better health care value.

Education: By numerous measures, students both in Milwaukee and nationally are falling behind their international peers when it comes to educational achievement. The problem affects all of us and, likewise, needs to be addressed by all of us. Purcell maintained the Milwaukee business community must:

- Lobby for equity of resources, access and accountability
- Support efforts to improve on the quality of the Milwaukee Public Schools
- Support the development of more high-performing schools for low-income children
- Align non-profit organizations to improve student achievement

Jobs: Numerous efforts are underway to create and maintain quality jobs in the local market. Through efforts of the Milwaukee 7, the Greater Milwaukee Committee and the Metropolitan Milwaukee Association of Commerce, notable progress has been made. Purcell reported that since 2005, over 8,000 jobs have been created representing more than \$430 million in payroll. The Milwaukee Water Council and MiKE (Innovation in Milwaukee) are recent examples of collaborative initiatives bringing together businesses, educational institutions and entrepreneurs with the goal of creating jobs driven by innovation in Milwaukee.

Health Care: Purcell also spoke about the concern that health care costs not be a competitive disadvantage for Milwaukee employers, explaining that employers do have options about where to locate their operations if health care costs in the region are not competitive. Baird's focus on health care cost containment, consumerism and wellness and its involvement with the BHCG has bent the curve when it comes to the company's health care cost increases. Baird has seen average health care cost increases of only five percent annually since it joined the BHCG six years ago.

In summary, Purcell stated that education, jobs and health care are intertwined and dependent upon one another. Better education yields more qualified, diverse talent; jobs and innovation retain/attract talent; and lower health care costs help incentivize job creation.

## **BHCG Accomplishments and Initiatives**

Dianne Kiehl shared highlights of activities and the impact achieved by the BHCG over the past year including:

- The **strategic planning process** designed to position the organization to meet the future needs of its members and partners
- The key findings of the group's **market research effort**
- It's **informed decision making initiative** to assist employees facing difficult health care decisions in becoming better health care consumers.

Kiehl also shared health care cost results of the group. Highlights included:

- Over the past six years, BHCG self-funded employers have averaged annual increases of 2.3 percent in their health care costs (calculated prior to benefit application to eliminate the impact of benefit design changes).
- BHCG employers have saved over \$577 million in the past six years compared to the market trend.
- BHCG outperforms the market. Members' commercial premium costs were 10 percent below the southeast Wisconsin market. In addition, they were 2 percent below the Midwest average; and 3 percent below the national average in 2010 (the most recent year of data available).

Tim Hussey spoke to BHCG's value proposition for both employers and brokers/consultants and highlighted BHCG's 11.5 percent membership growth in 2011. Janet Lucas-Taylor shared findings of the BHCG's recent consumer accountability project, aimed at understanding how member employers can increase consumer accountability and employee engagement in health and wellness.

## Award Presentations

The **Wisconsin Collaborative for Healthcare Quality (WCHQ)**, a multi-stakeholder, voluntary consortium of Wisconsin health care organizations, was the recipient of the BHCG's inaugural *Driving Meaningful Change Award*. The award was given for WCHQ's commitment to health care quality improvement and public reporting. Special recognition was given to those southeast Wisconsin members of the WCHQ for assisting the BHCG, including Aurora Health Care, Columbia St. Mary's, Froedtert Health, Medical College of Wisconsin, Mercy Health System, ProHealth Care and Wheaton Franciscan Healthcare. Chris Queram, WCHQ's president and CEO, accepted the award on behalf of his organization's members.

The BHCG presented awards to three sales distributors for their support of the BHCG in 2011:

- **The Horton Group** – Most membership lives placed with the BHCG
- **Cyganiak Planning, Inc.** – Most cases placed with the BHCG
- **The Sheboygan County Chamber of Commerce** – Most groups joining the BHCG through a sponsoring organization

Slides from all the presentations can be found here: [Annual Meeting](#). Click here for [pictures](#) from the event.