



Business Health Care Group

Driving Meaningful Change

Business Health Care Group 2014 Annual Meeting at the Crowne Plaza Milwaukee West September 30, 2014

Presentations by:

- Keynote: Dr. David Nash, founding dean of the Jefferson School of Population Health at Thomas Jefferson University
 - Dianne Kiehl, executive director, Business Health Care Group
- Jo Musser, CEO, Wisconsin Health Information Organization (WHIO)
- Jacqueline Gisch, vice president of quality administration, Aurora Health Care

Executive Summary

With approximately 160 members, providers, brokers/consultants, sponsoring organizations and strategic partners in attendance, the Business Health Care Group (BHCG) conducted its third public annual meeting at the Crowne Plaza Milwaukee West on September 30. The meeting, entitled “*The Price Is Right – or Is It?*”, was highlighted by a keynote address from Dr. David Nash, founding dean of the Jefferson School of Population Health at Thomas Jefferson University.

The third *Driving Meaningful Change Award*, was presented along with awards to two of BHCG’s top sales distributors. Dianne Kiehl, BHCG’s executive director, reported on BHCG initiatives and accomplishments over the past year and the supporting principles for BHCG’s vision and strategy going forward.

Keynote Address by Dr. David Nash – Buying Value in Healthcare

Dr. Nash's prefaced his keynote address by indicating he wanted to speak to three topics:

- How we got in the “jam” we are in today in health care in this country and what it looks like
- Population health as the key to achieving value in health care
- Solving the riddle to health care value

Where we are at

Dr. Nash cited several studies and reports from various journals and in the popular press to make the point that that the United States has the most expensive and least effective health care system in the world. Specifically, he cited the following:

- According to a report from the Institute of Medicine, entitled, *Shorter Lives. Poorer Health*, published in 2013, despite paying more for health care than every country in the world, the United States ranks 17th in overall societal wellness and quality of life.
- Medical errors are the fourth leading cause of death in this country.
- Only one out of five clinical decisions a physician makes every day is made on a solid evidentiary basis.

Population health

Dr. Nash laid out a case for achieving value in health care by embracing population health. According to Dr. Nash, we need to rely less on health care services to make us healthy and more on the factors that truly impact our health. He shared information to back up his position, including the following:

- Only 15-20 percent of the overall health of a population is directly attributable to the health care provided by the provider community.
- What makes us healthy or unhealthy?
 - 50 percent is a result of our own behaviors
 - 20 percent is based on the environment
 - 20 percent is based on our genetics
 - 10 percent is based on access to care
- Conversely, as a country, we spend:
 - 88 percent of our health care dollar on medical services
 - 4 percent on healthy behaviors
 - 8 percent on other items

Solving the riddle of value

According to Dr. Nash, the answer to the question about how to achieve value involves:

- Employers engaging their employees to change their behaviors and asking the tough questions of providers (i.e., show us the details and data about your performance)
- Physicians needing feedback about their performance – which can take the form of registries – compared to other physicians across the country
- Having complete transparency and accountability for outcomes – in Dr. Nash’s words – “no outcome, no income”
- Needing to realize that 80 percent of what happens related to health, happens outside a hospital’s walls
- Needing to find new ways to care for a population, such as accountable care organizations, patient-centered medical homes and/or retail clinics and pharmacies
- Practicing medicine based on the best evidence available
- Paying attention to the basics of “blocking and tackling” (i.e., no medical errors)

BHCG Accomplishments and Initiatives

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

- The **informed decision making initiative through Best Doctors** to assist employees facing difficult health care decisions to become better health care consumers. Results from the first 18 months were shared, showing the substantial clinical impact of the program.
- Collaboration with The Alliance in Madison to advance the **QualityPath™** initiative – designed to identify quality care for the following three procedures: knee replacements, hip replacements and coronary artery bypass graft (CABG). In December the BHCG plans to announce those provider pairings (facilities and physicians) meeting the QualityPath quality standards.
- Support for the Wisconsin Medical Society’s **Honoring Choices initiative – Advance Care Planning**, which is designed to create a standard community approach for patients to have support for making well-informed decisions about their wishes for end of life care. Pilot programs in 2013 and 2014 have involved several southeast Wisconsin health care systems who are to be commended for their participation in this worthy endeavor.
- Encouragement for the provider community to consistently screen for behavioral issues and alcohol and drug abuse through a **Behavioral Screening & Intervention (BSI)** process. The BHCG supported a grant from the Greater Milwaukee Business Foundation on Health to promote BSI as a standard of care in our health care delivery system.

- A **strategic planning process** undertaken to create clarity for the BHCG vision and strategy that will support its success going forward. The basic tenets that will shape BHCG's strategy were identified. These include:
 - Improving value of dollar spend
 - Supporting payment reform to drive accountability
 - Driving consumer accountability through plan design
 - Providing tools to support consumer accountability
 - Maintaining choice for the consumer
 - Supporting the Triple Aim – better care for individual, better health for populations and reducing the per capita costs

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

- Over the past eight years, BHCG **self-funded employers have averaged annual increases of 2.2 percent for their health care costs** (calculated prior to benefit application to eliminate the impact of benefit design changes) compared to annual increases of between 7 and 10 percent for southeast Wisconsin for the same time period.
- BHCG self-funded **employers have saved over \$957 million** in the past eight years compared to market trend.

Award Presentations

The Wisconsin Health Information Organization (WHIO) was the recipient of the BHCG's third *Driving Meaningful Change Award*. The award was given to WHIO for its commitment to improving health care quality, transparency and efficiency in Wisconsin. Jo Musser, CEO of WHIO, accepted the award on behalf of her organization and shared information about WHIO and how they use the data. Jacqueline Gisch, vice president of quality administration at Aurora Health Care, explained how Aurora, a WHIO data subscriber, uses the WHIO data to improve the value of the health care they deliver.

The BHCG also presented awards to two sales distributors for their support of the BHCG in 2013:

- **Johnson Insurance** – Most cases and most membership lives placed with the BHCG
- **Racine Area Manufacturers and Commerce** – Most groups that joined the BHCG through a sponsoring organization

Slides from the presentations by Dianne Kiehl, Jo Musser and Jacqueline Gisch can be found here: [Annual Meeting](#). A slide show of photographs from the event can be found here: [Photo Gallery](#).