

For more information contact:  
Michael or Mary Rode  
The Write Source for the BHCG  
262-646-4242  
[info@thewritesourcegroup.com](mailto:info@thewritesourcegroup.com)



## **Embargoed until 9:00 AM, September 27, 2012**

### **Baird CEO Keynotes Business Health Care Group's Annual Meeting; Results Shared; Distributors & Partners Honored**

MILWAUKEE – September 27, 2012 – With an audience of 150 employers, health care providers, brokers, consultants, BHCG strategic partners and other stakeholders in attendance, the Business Health Care Group (BHCG) ([www.businesshealthcaregroup.org](http://www.businesshealthcaregroup.org)) conducted its annual meeting, *Joined at the Hip – Outperforming the Market* September 27th at the Rumble at the Harley-Davidson Museum. In addition to outlining its accomplishments and strategies, BHCG recognized its top distributors and presented its inaugural *Driving Meaningful Change Award* to one of its strategic partners, the Wisconsin Collaborative for Health Care Quality (WCHQ). Speakers included Dianne Kiehl, BHCG's executive director, Tim Hussey, BHCG membership director, Janet Lucas-Taylor of Towers Watson and keynote speaker Paul Purcell, chairman, president and CEO at Robert W. Baird & Co.

#### **The BHCG making an impact; positioning itself to meet future needs**

Kiehl shared highlights of activities, the impact achieved by the BHCG over the past year and positive trends over the past six years; the results of the group's market research effort; and its strategic planning process to position the organization to meet the future needs of its members and partners, including the following:

- The BHCG saved self-funded employer members \$577 million over the past six years compared with market trend.
- BHCG self-funded member employers' costs averaged only a 2.3 percent increase annually over the last six years (calculated prior to benefit application to eliminate the impact of benefit design changes), compared with 8-10 percent annually for the southeast Wisconsin market.
- A Milliman analysis concluded annual commercial premium costs for BHCG member employers in the most recent year of data available (2010) were 10 percent below the southeast Wisconsin market, two percent below the Midwest average and 3 percent below the national average.
- The BHCG initiated independent market research and extensive strategic planning with its CEO Committee, Steering Committee, Provider Subcommittee, other regional employers and industry experts to chart the future of the organization.

“The BHCG continues to outperform the southeast Wisconsin market as a whole. How did we get there? The answer is – not alone. Our (employer member) CEOs realized early on that employers needed to unite as purchasers and that we couldn’t accomplish our mission on our own. Essentially we were joined at the hip – employers, consumers, providers, brokers and consultants, Humana and our strategic partners,” remarked Kiehl.

Janet Lucas-Taylor, Towers Watson consultant, shared findings of the BHCG’s recent consumer accountability project, aimed at understanding how member employers can increase employee engagement in health and wellness. Employers participating in the project will use the findings to focus on strengthening their employee engagement efforts and the BHCG will use the results of the project to assist employers in driving accountability in their organizations.

**The BHCG recognizes partners in success, honors WCHQ with *Driving Meaningful Change Award***

Hussey presented awards to three BHCG sales distributors. The Horton Group and Cyganiak Planning, Inc. received awards for placing the most membership lives with the BHCG in 2011 and the most cases placed with the BHCG in 2011, respectively. Finally, the Sheboygan County Chamber of Commerce received the award for having the most groups join the BHCG through a chamber of commerce in 2011.

The BHCG’s inaugural *Driving Meaningful Change Award* was presented to the Wisconsin Collaborative for Healthcare Quality (WCHQ), the multi-stakeholder, voluntary consortium of Wisconsin health care organizations. Special recognition was given to those southeast Wisconsin members of the WCHQ for assisting the BHCG. WCHQ draws its membership from health systems, medical groups and hospitals and measures and publicly reports the quality and affordability of health care services in Wisconsin. The award was given for the group’s commitment to health care quality improvement and public reporting. Chris Queram, WCHQ’s president and CEO, accepted the award from Kiehl on behalf of his organization’s members.

Purcell concluded the meeting with his vision for economic vitality in southeast Wisconsin with his presentation: *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. He spoke about Baird’s focus on health care with regard to cost containment, consumerism and wellness, and the benefits Baird has seen through its membership in the BHCG.

NOTE: Slides from all the presenters will be available at <http://businesshealthcaregroup.org/past-summary-events.html> by Friday, September 28.

**About the Business Health Care Group:**

*The Business Health Care Group is a membership organization of nearly 1,200 employers and employer groups in the 11-county region of southeast Wisconsin. The BHCG and its members share the common goals of moving the health care market through innovative action and partnering for effective change. Visit [www.businesshealthcaregroup.org](http://www.businesshealthcaregroup.org) to learn more.*

###