



# Celebrating 20 Years of Leading Change and Creating Value



Sponsors Aitia, (formerly GNS Healthcare); and Physician Value Study 2.0; conducts results meeting for health care stakeholders and legislators

Engages Aitia to utilize Wisconsin Health Information Organization (WHIO) database to conduct first Physician Value Study

Hosts RAND Hospital Price Transparency Project webinar (reveals WI hospital & physician costs are among highest in nation)

Centivo uses Aitia results to build high performance networks and WHIO to develop Physician Quality Reports

BHCG-Centivo develop exclusive specialist identification for onsite/near-site clinics and level-funded products

BHCG-Centivo high-performance health plan solution launches 1/1/22 with key early adopters, shows excellent initial results and substantial membership growth on 1/1/23

Expands membership opportunities with standalone option (accessing services from its best in class strategic partners)

Provides member employers access to new best in class strategic partner solutions: Navitus Health Solutions (Rx); Quantum Health (patient advocacy); and Artemis by Nomi Health (data analytics/warehouse)

Develops deferred care communications campaign to stress the importance of not deferring care despite COVID-19

Develops medically homeless communications campaign for member employers

Adds Members Only Idea Library to website with employee communication materials from BHCG employers

## KEY

COLLABORATION/EDUCATION/SUPPORT

RESPONSIBLE CORPORATE CITIZENSHIP/COMMUNITY

INCREASING HEALTH CARE VALUE

CONSUMER ENGAGEMENT

EMPLOYER SOLUTIONS

DATA-DRIVEN STRATEGIES