

# No One Employer



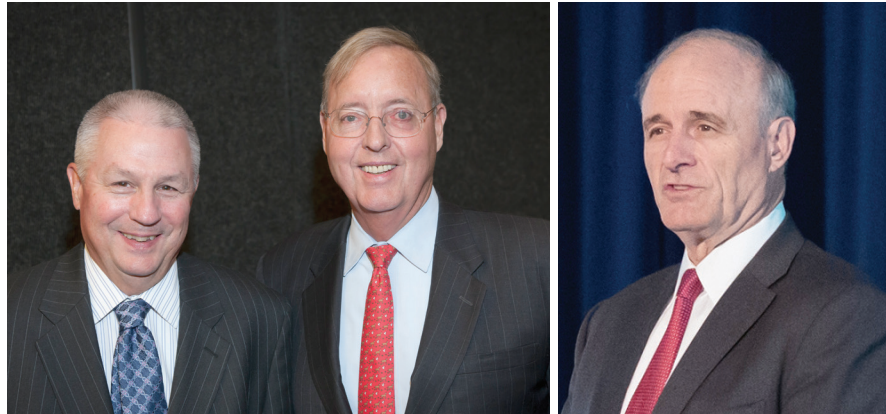
The Power of Alliance to Improve Health Care Value for All

## REIMAGINING HEALTH CARE

Since 2003, the Business Health Care Group (BHCG) has been leveraging its purchasing power on behalf of the business community to create a powerful alliance of employers of all sizes to successfully drive health care change.

[BHCGWI.org](http://BHCGWI.org)

## At the forefront of improving the quality and cost efficiency of health care – Celebrating 20 years and going strong



Three employer leaders instrumental in BHCG's success: (left to right) Steven Smith, former chairman and CEO of Journal Communications; the late Paul Purcell, former chairman, CEO and president of Baird; and Keith Nosbusch, former chairman and CEO of Rockwell Automation;

In 2003, a study commissioned by the Greater Milwaukee Business Foundation on Health found southeast Wisconsin's health care costs were 39 percent above the Midwest average. Concerned about Wisconsin's ability to thrive economically and maintain jobs, CEOs of several large, Milwaukee-based employers came together and formed the Business Health Care Group (BHCG).

These visionary CEOs' (led by Rockwell Automation's Don Davis) objectives were to work together to tackle the problem of unsustainable health care costs. Two decades later, BHCG member employers have seen the success of those efforts with their health care cost trend materially below regional and national averages. These CEOs understood the potential power of their collective influence to help raise the value of health care and move the market toward a more sustainable health care system for the benefit of all stakeholders.

### Bold Initiatives

Since 2003, BHCG's committed member employers and strategic partners have demonstrated responsible corporate citizenship through the remarkable progress they have made in using data-driven strategies to improve the value of health care in the state by:

- Identifying how and where the best care is delivered
- Helping employers motivate plan members to make better choices
- Building an ever-growing portfolio of best-in-class employer solutions
- Providing networking and support for health care stakeholders

### The Choice is Clear

The 2022 launch of Wisconsin's first high-performance primary care-centered health plan solution in partnership with Centivo was the culmination of BHCG's efforts over the past two decades. The high-performance plan represents a more cost-effective, employer and provider-aligned health plan than what existed in the marketplace. The primary care-centered plan establishes effective patient-provider relationships by directing patients to high value providers. It facilitates coordinated care by incentivizing health plan members to access care through a clinically guided process. High value primary care providers are responsible for getting patients the right treatment at the right time in the right setting.

From significantly slowing health care cost trend for its member employers, employees, and the community, to producing effective primary care relationships that drive better decisions and patient management, there is much to celebrate as BHCG embarks on a third decade of success. BHCG has clearly demonstrated the power of alliance and collaboration on behalf of the business community.

The choice is clear, all employers should join us in improving health care value for their employees, their families, and the community.