



**Greater Philadelphia
Business Coalition
On Health**

"Building Bridges to Better Healthcare"

Mission: The Greater Philadelphia Business Coalition on Health (GPBCH) represents the employer community in working with health plans, health care providers, and other system stakeholders to improve the value of health benefit spending for its members, by improving healthcare quality and safety and reducing health care costs. The Coalition is committed to maintaining and improving the health and productivity of the region's workforce, and to ensuring that when health care is needed it is accessible, affordable, high-quality, and safe.

Rationale: The United States continues to spend more on healthcare than any other nation and the rate of healthcare cost increase continues to dramatically outpace general inflation. Despite this commitment of resources, the U.S. ranks poorly on almost all measures of access, quality, safety, timeliness, and efficiency. Key research findings regarding the U.S. healthcare system include:

- Between 100,000 and 400,000 people die each year in hospitals due to medical errors
- When an American visits a physician there's a 50-50 chance of getting care in accordance with guidelines
- Studies have estimated that between 25% and 50% of current spending is waste (overuse, inappropriate use, administration, etc.)
- 40 cents of every dollar spent on managing common chronic conditions is spent on complications that potentially could have been avoided

Over the last 10 years, many employers have begun engaging in "value-based purchasing" of health benefits in order to influence change in their markets, reduce costs, and improve quality, safety, and value. Around the country, over 50 regional business coalitions, including GPBCH, are engaged in the value-based purchasing movement.

Membership: GPBCH is a membership organization open to employers located in, or having a significant employed population in, the Greater Philadelphia region: Philadelphia, Montgomery, Bucks, Delaware and Chester Counties in Pennsylvania; Camden, Burlington and Gloucester Counties in New Jersey, and New Castle County in Delaware. Affiliated memberships are open to all individuals and organizations working with, or on behalf of, employers in the Coalition's service region. A list of current members is maintained on the Coalition's website, www.gpbch.org.

Benefits of Membership: GPBCH is the employers' voice in meeting with health plans, providers, and other system stakeholders to develop and implement programs designed to improve the value of health benefits through improving quality, safety and efficiency, and controlling costs by reducing waste in health care spending. GPBCH determines its operating agenda with member input. Members have the opportunity, but are not required, to participate in value-enhancement initiatives. Additional benefits include:

- Free attendance (up to two registrants per program) at monthly educational events and annual conference
- Monthly e-mailed updates on value-based purchasing activities within GPBCH and nationally, relevant publications and resources, and scheduled events
- Networking and discussion opportunities with other regional employers
- Access to competitively-priced group purchasing for pharmacy, vision, dental, EAP, data warehouse, and more!

Activities: The President and Board of Directors set the agenda for coalition activities. Coalition members voluntarily participate in work groups that reflect the organization's main areas of activity:

- **Transparency:** Creating and disseminating information on provider-specific quality, safety, and pricing, to help consumers make informed care-seeking choices
- **Changing the Healthcare Landscape:** Developing best practices to promote use of primary care and preventive services, including patient-centered medical homes, in order to avoid E.R. visits and other costly episodes of care
- **Value-based Insurance Design:** Helping employers to implement benefit designs that promote high-value services (e.g. reducing or eliminating co-pays for select high-value chronic care medications) and that discourage use of low-value services
- **Employee Health and Well-being:** Creating a forum for identifying and disseminating best practices for employee health and consumer engagement

GPBCH also represents employers in working with other organizations in Greater Philadelphia (e.g. local public health authorities; local chapters of the American Heart Association, American Cancer Society, and American Diabetes Association; and other not-for-profits committed to improving population health in the region) on delivery system redesign, payment reform, and other initiatives within the Coalition's mission.

Governance Structure: GPBCH is a Pennsylvania non-profit corporation. A Board of Directors consisting of representatives from the organization's membership meets monthly to develop strategy, review progress in meeting program objectives, and oversee operations. GPBCH is a member of the National Business Coalition on Health (NBCH, the national coalition of regional coalitions, www.nbch.org), providing access to NBCH tools and educational programs, and opportunities to learn from other NBCH member coalitions.

Dues Structure: Dues are invoiced annually by GPBCH. For employers, membership dues are based on total number of employees in the GPBCH service area.

- Employers: \$5/full time employee, with a minimum of \$2,500 (<500 employees) and a maximum of \$10,000 (>2,000 employees)
- Affiliated Members: \$ 5,000

For more information, or to request a membership application, please contact:

Neil I. Goldfarb, President
Greater Philadelphia Business Coalition on Health
123 South Broad Street, Suite 1235
Philadelphia, PA 19109
215-731-2472
ngoldfarb@gpbch.org
www.gpbch.org