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Overview

The College for Value Based Purchasing of Health Benefits (CVBP) was created in 2004 to help employee benefit managers meet the growing challenges of providing high quality health benefits while managing rising benefit costs.

CVBP offers a practical, intensive program that focuses on benefit purchasing techniques and skills that emphasize improving value, quality-cost ratio and effectiveness of health care services purchased on behalf of employees.

CVBP is a joint venture of National Business Coalition on Health (NBCH), Greater Philadelphia Business Coalition on Health (GPBCH) and HealthCare 21 Business Coalition (HC21).

The curriculum is delivered through a 1.5 day program. This course is scheduled in partnership with host organizations who arrange meeting logistics and who pledge to actively support the College effort to promote value improvement in their community.

The program is primarily targeted to benefit decision makers in or on behalf of mid-size employers: Human Resource Managers, Chief Financial Officers, Health Benefit Managers, Insurance Brokers and Benefits Consultants. The program demonstrates strategies to help employers manage costs and increase value, without just shifting more cost onto employees or reducing benefits.

Since its formation in 2004, the College has trained over 600 health benefits professionals.

Program Structure

Each regional training program offered by CVBP is limited to 40 participants, to ensure attendees have an opportunity to interact with faculty and customize learning to their individual company's needs.

The training program is administered through didactic and small group discussion

Course Objectives

Graduates of the College for Value Based Purchasing of Health Benefits Accelerated Program will be able to:

- Describe how the health care system operates today and why a value based approach to employee health benefits purchasing is needed;
 - Use knowledge and skills acquired in the program to better negotiate and communicate with health plans and insurance carriers, providers, pharmacy benefit managers (PBMs), benefit consultants, disease management companies, and other vendors;
- Identify and use standardized tools for measuring and reporting the quality and performance of health plans and providers;
 - Monitor the impact of benefit purchasing decisions on costs, quality, and value of health benefits;
- Access information resources, business coalitions and other regional and national organizations to support benefit purchasing goals;
 - Understand the implication of health care reform on value based purchasing; and
- Understand and apply the current discipline of behavioral economics and its use as applied to consumer engagement.

2015 Next Program Available For Registration

July 13-14, 2015

Convened by the Greater Philadelphia Business Coalition on Health and the
Northeast Business Group on Health

Hosted by Thomas Jefferson University, Philadelphia PA

Employer member of GPBCH, NEBGH or another NBCH Member Coalition	\$ 150.00
Other employer	\$ 300.00

**Additional funding support provided by:
AstraZeneca, Pfizer, and Cancer Treatment Centers of America**

2015 Program Outline

Prior to Class (On-line self-study)

- Current State of Quality & Value in the United States
- Overview of Value-based Purchasing Strategies

Day One

(8am-5pm) Breakfast & Lunch Provided

- Employer's Role in Promoting Change
- Measuring & Creating Transparency on Value
- Holding Vendors Accountable for Performance
- Private Exchanges as an Emerging Trend
- Preventing & Managing Disease
- ACA and the Legal/Regulatory Landscape for Wellness
- Effective Management of Pharmaceuticals

Day Two

(8am-12pm) Breakfast Provided

- Using Data to Drive Market Change
- Evaluating Program Impact
- Advancing Value-based Purchasing
- Putting it all Together; Employer Case Study

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HR Certification Credits

Approval will be requested for each 2015 session. Updates on the approval process will be posted to our website. Former sessions were approved for 12.5 (General) recertification credit hours. *The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit*



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