



**Greater Philadelphia
Business Coalition
On Health**

"Building Bridges to Better Healthcare"



2020 Annual Report

Serving Southeastern Pennsylvania, Southern New Jersey and Delaware

Messages from the President and Chair of the Board

When we titled our 2019 Annual Conference “Moving Toward a 2020 Vision of Health Benefits Best Practices” we had no idea what 2020 held in store! This has been a challenging year for us and our members, but, reviewing this Annual Report, I am very proud of how much the GPBCH team has achieved with, and on behalf of, our members and the populations they serve. Among the highlights of our year:

- Achieving record participation in the Leapfrog Hospital Survey, including 100% participation in Delaware. Public reporting fosters performance improvement.
- Issuing a report on surgeon- and hospital-level quality for joint replacement procedures in our region.
- Pivoting our educational programs to a virtual environment, and convening frequent sessions with expert updates on COVID-19, and member-to-member discussions about pandemic response strategies.
- Issuing a Board-written statement on racism and convening a member interest group on Health Equity.
- Developing best practices and employer action guides on topics including obesity and diabetes, mental health management, and cancer screening.
- Supporting employers with evaluation and implementation of CDC-endorsed health improvement initiatives.

We also continued to represent employer interests on local, state, and federal policy levels, monitoring and responding to proposed legislation with implications for employers, and disseminating resources from partner organizations. In many of these initiatives we worked closely with the National Alliance of Healthcare Purchaser Coalitions, which represents 50 regional business coalitions like ours.

If you are GPBCH member, I hope as you read this report you'll share my sense of accomplishment and see the value of your continued membership. If your organization is not yet participating in the Coalition, we invite you to learn how we can help you achieve better value from your significant investment in health management and benefits programs.

In closing, I thank the GPBCH staff and Board of Directors, and our employer and affiliate members, who support and contribute to our efforts. While much remains to be done, working together we *have* made a difference!



Neil I. Goldfarb
President and CEO

It is my pleasure to serve as the Board Chair for the Greater Philadelphia Business Coalition on Health (GPBCH) and to write this introduction to the organization's Annual Report for calendar year 2020.

The City of Philadelphia has valued our membership in GPBCH for many years, and view it as a forward-thinking organization that provides us with education and strategic guidance on many of our largest challenges, such as addressing obesity and diabetes, improving care quality and safety in our region, and resources to help us reduce wasteful spending. I'm proud that GPBCH was tackling social determinants of health and health equity through its wellness programming well before these issues became widely recognized.

The COVID-19 pandemic, which challenged all of our region's employers and residents through most of the year, has illustrated the value of employers coming together through our Coalition to address issues of population health and healthcare quality and value. GPBCH provided frequent and helpful updates throughout the year, as we navigated through rapidly emerging information on screening, preventive measures, treatment, and, most recently, vaccination. Through GPBCH we received timely information from national sources such as the Centers for Disease Control and Prevention and the National Alliance of Healthcare Purchaser Coalitions, and local sources such as HealthShare Exchange. Most importantly, we also had a venue for sharing concerns, questions, and information with our fellow employers in the region.

I want to thank my fellow Board members for selecting me to serve as Chair, and for their contributions to strategic planning for the Coalition. I also want to thank Neil Goldfarb for his visionary leadership, and the Coalition's staff for their support of the Coalition's members. On behalf of the Board of Directors, I invite you, if not already a member, to join our Coalition to support our mission in advancing healthcare value to best meet the needs of employers and their employees in building effective benefits and well-being programs.



Marsha Greene-Jones
Chair of the Board

The Greater Philadelphia Business Coalition on Health (GPBCH) mission is to increase the value of health benefit spending for the region's employers. We do this by improving workforce and community health, increasing healthcare quality and safety, and reducing healthcare costs. The Coalition represents employer interests in working with health plans, healthcare providers, benefits consultants, suppliers and other system stakeholders to address population health priorities and to ensure that when healthcare is needed it is accessible, affordable, high-quality, and safe.

Staff

- Neil Goldfarb, President and CEO
- Jill Hutt, Vice President of Member Services
- Eric Croft, Director of Operations
- Martha Romney, JD, MPH, MS, RN, Project Director
- Ray Fabius, MD, Consulting Medical Director

Statement on Race, Health and Equity

Since 2012 GPBCH has worked to improve population health and ensure that when healthcare is needed it is accessible, affordable, high-quality, and safe. Tragic events in 2020 have demonstrated that violence and racism are threats to health and well-being, and that both remain barriers to a better life for all people in our community.

GPBCH member organizations provide employee health benefits to over 1.5 million people. Those employees come from all walks of life and represent the broad diversity of people who live in our region and the nation.

We stand against racism and violence. Both are in opposition to achieving health and well-being, which is at the heart of our mission. We will continue to work to eliminate health disparities and break down the barriers that have excluded far too many from the goals we seek to achieve as an employer coalition.

Board of Directors

- Marsha Greene-Jones (Board Chair), Deputy Human Resources Director, City of Philadelphia
- Joseph Abbondandolo, Vice President, Benefits, Thomas Jefferson University & Jefferson Health
- Pamela Braun, Vice President, Clinical Improvement, Health Care Improvement Foundation
- Michelle DeNault, Senior Benefits Administrator, Wawa
- Patricia Haines, Executive Vice President, Chief Benefits Officer, Board of Pensions of the Presbyterian Church (U.S.A.)
- Gerry Hoffner, Principal, Mercer
- James Miller, Vice President Sales and Service, National Accounts, Aetna
- Gina Ross Murdoch, President and CEO, Multiple Sclerosis Association of America
- Samuel Peik, MD, Senior Director of Health Services, Comcast NBCUniversal
- James Rhodes, Deputy County Administrator, Camden County
- Peggy Schubert, Area Vice President, Gallagher
- Andrea Silver, Wellness Business Partner, Philadelphia Gas Works
- James Startare, Associate Vice President, Aramark
- Marnie Vaughan, Vice President of Human Resources, Inframark

GPBCH Employer Members

- | | |
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| • AmeriGas | • MedRisk |
| • AmerisourceBergen | • Merck and Co.* |
| • Aramark | • Multiple Sclerosis Association of America |
| • Avantor | • PAISBOA Health Benefit Trust |
| • Ballard Spahr | • Philadelphia Gas Works |
| • Board of Pensions of the Presbyterian Church U.S.A.* | • Public Health Management Corporation |
| • Bucks County Community College | • QualTek USA |
| • Burlington Stores | • Resources for Human Development |
| • Camden County | • School District of Philadelphia |
| • Center City District | • Southeastern Pennsylvania Transportation Authority |
| • Children's Hospital of Philadelphia | • State of Delaware |
| • ChristianaCare | • Stern & Eisenberg |
| • Chubb | • Stradley Ronon Stevens & Young |
| • City of Philadelphia | • Tabula Rasa Healthcare |
| • Clemens Food Group | • TD Bank |
| • Comcast NBCUniversal* | • Teamsters Health & Welfare Fund of Philadelphia |
| • Community College of Philadelphia | • Thomas Jefferson University and Hospitals |
| • Day & Zimmermann | • Toll Brothers |
| • Delta Community Supports | • University of Delaware |
| • Devereux Advanced Behavioral Health | • Virtua Health |
| • Essity | • Wawa |
| • Greater Philadelphia YMCA | • Woods Services |
| • Independence Blue Cross | • YMCA of Delaware |
| • Inframark | |
| • Johnson & Johnson | |
| • Lincoln Financial Group | |

GPBCH Affiliate Members

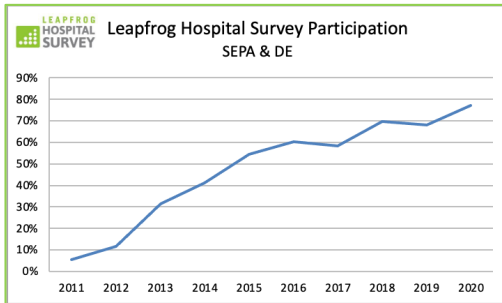
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|---|-----------------------------------|
| • Abbvie | • Kistler Tiffany Benefits |
| • Accolade | • Lockton Companies |
| • Aetna | • MedWorks Consulting |
| • Amgen | • Mercer |
| • Aon | • NovoNordisk |
| • Archetype Solutions Group | • Omada Health |
| • Boehringer Ingelheim | • Pacira BioSciences |
| • Bristol-Myers Squibb | • Pfizer |
| • Buck | • Rittenhouse Benefits |
| • CA Staubach & Associates | • Sanofi US |
| • Castlight Health | • Special Risk Insurance Services |
| • Cerner Corporation | • Tandigm Health |
| • Color Genomics | • TFG Partners |
| • Conner Strong & Buckelew | • Tria Health |
| • Delaware Valley Accountable Care Organization | • Trion |
| • Exact Sciences | • United Concordia Dental |
| • Gallagher | • Value Health |
| • Genentech | • Wellness Coaches |
| • Goldfinch Health | |
| • Health Advocate | |
| • Health Care Improvement Foundation | |
| • HealthNEXT | |
| • Healthshare Exchange of Southeastern Pennsylvania | |
| • HealthWell Solutions | |
| • Homestead Smart Health Plans | |
| • Independence Blue Cross | |
| • KELLY Benefit Strategies | |

*Premier EmployerMember

Initiatives to Improve Healthcare Value

Driving Quality, Safety and Cost Transparency

With the support of our members, GPBCH continues to promote transparency to drive improvement in healthcare quality, safety and value. As Regional Leader for the Leapfrog Group, we achieved a record in 2020 with 77% of hospitals in southeastern Pennsylvania (SEPA) and Delaware (DE) combined now participating in the Annual Leapfrog Hospital Survey. GPBCH also supports efforts to promote facility participation in the Leapfrog Annual Ambulatory Surgical Center Survey. GPBCH employer members, Comcast, State of Delaware and Wawa, participate in the Leapfrog National Panel of Employer Benefit Innovators to drive quality and safety improvement. Utilizing data from Quantros, GPBCH released a report on hospital and physician quality and cost measures for joint replacement surgery, a common procedure in employed populations. These transparency initiatives drive improvement and provide employers and consumers with actionable information to make informed healthcare decisions.



Significant Increase in Survey Participation

"Employers have a social responsibility to be aware of the issues that influence the healthcare marketplace and to get involved. Each one of us has to be an advocate for ourselves when entering the healthcare system because there are different quality outcomes and safety issues depending on where one decides to go for care."
- Marnie Vaughan, VP Human Resources, Inframark, Leapfrog Bruce Bradley Fellow

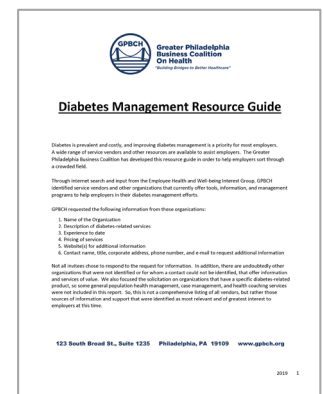
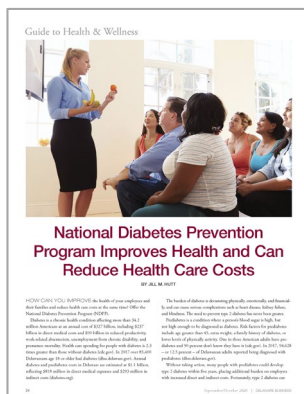
Joint Replacement Surgery: Quantros Data - Periods Measured: Q2 2017 - Q1 2020						
Hospitals	# of Cases	Composite Quality Score Percentile	Rank	Clinically Adjusted Cost - National Avg: \$18,507	Rank	Spring 2020 Leapfrog Hospital Safety Grade
Hosp I	727	85.2	5	\$11,852.00	3	B
Hosp II	1187	70.3	T10	\$11,279.00	1	A
Hosp III	283	10.1	27	\$12,981.00	22	C
Hosp IV	872	79.7	8	\$19,139.00	24	A
Hosp V	487	16.8	24	\$21,447.00	26	D



"Through GPBCH, the State of Delaware engaged with Leapfrog and other initiatives to improve healthcare value and promoted the Leapfrog Hospital Survey, resulting in all Delaware hospitals participating in 2020. Delaware experienced dramatic improvements in the Leapfrog Hospital Safety Grades. The state moved from having no 'A' Safety Grade hospitals in spring 2019 to four 'A' hospitals in fall 2020. We commend Delaware's hospitals for their continued commitment to improving healthcare quality and safety in our state."
- Aaron B. Schrader, Human Resources Manager, Delaware Statewide Benefits Office, Leapfrog Bruce Bradley Fellow

Addressing Obesity and Diabetes Prevention and Management

GPBCH continues to address population health issues on obesity and diabetes prevention and management through many initiatives. We formed the Obesity and Diabetes Employer Action Collaborative to share best practices and data to inform key areas of focus. To advance this agenda GPBCH is engaged in several initiatives including continued promotion of the National Diabetes Prevention Program (NDPP) with participation in the Philadelphia Diabetes Prevention Collaborative, Cities Changing Diabetes, Delaware Health and Social Services Diabetes Prevention Program, and promotion of diabetes self-management education and support (DSMES). GPBCH has published Guides and Action Briefs on weight management drugs, bariatric surgery and medication adherence, and is conducting a weight management study with an employer member.



"As an employer, Lincoln Financial Group offers a wide range of benefits and programs to empower our employees and their loved ones, and to help maintain or improve their health and quality of life. Our partnership with the Greater Philadelphia Business Coalition on Health helps us do just that – bringing us additional resources and ideas so we can build on our comprehensive well-being programs, and foster a continuously improving employee experience for our people." - Megan Mulka, AVP, Total Rewards at Lincoln Financial Group

Initiatives to Improve Healthcare Value

- Driving quality and safety transparency, achieving a record participation in the Leapfrog Hospital Survey

2020 Accomplishments:

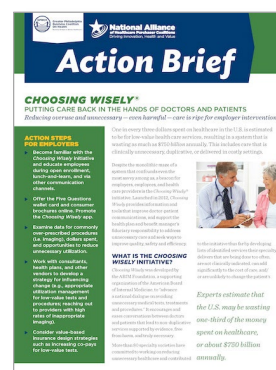
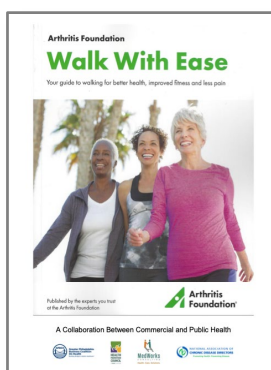
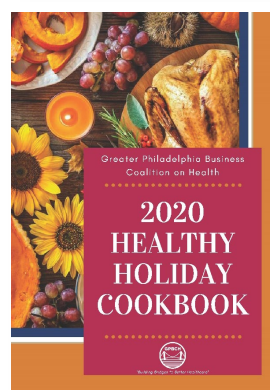
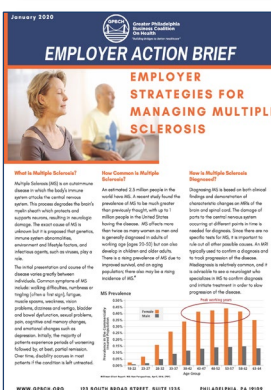
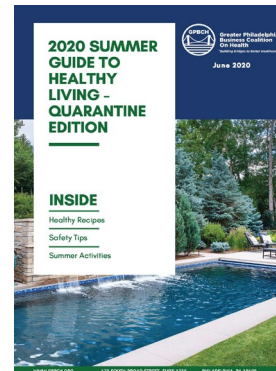
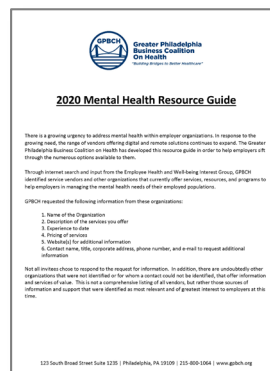
- Driving quality and safety transparency, achieving a record participation in the Leapfrog Hospital Survey
- Convening Employer Action Collaborative to advance obesity and diabetes prevention and management
- Issuing employer advisories and reports for mental health, cancer care, multiple sclerosis, cannabis
- Promoting health and wellbeing with monthly wellness observances, healthy living and eating guides, patient safety resources, and the Healthy Employer Recognition Program
- Offering educational programs to address the pandemic and workforce health issues

2021 Initiatives:

- Advancing cost and quality transparency
- Reducing low-value care through the Choosing Wisely campaign
- Preventing and managing obesity and diabetes
- Identifying best practices for mental health and primary care integration
- Promoting Walk With Ease to address musculoskeletal issues in the workforce
- Identifying best practices for pharmacy management
- Improving cancer prevention, hypertension treatment and migraine management
- Increasing health equity for the workforce and community

"The GPBCH Healthy Employer Recognition Program has been an excellent tool to help identify and improve my company's wellness program, address chronic disease management, increase engagement in our health initiatives, and improve quality and safety. As co-leader of the GPBCH Health Equity Action Group I also look forward to addressing health disparities to improve access and health outcomes."

- Andrea Silver, Wellness Business Partner, Philadelphia Gas Works



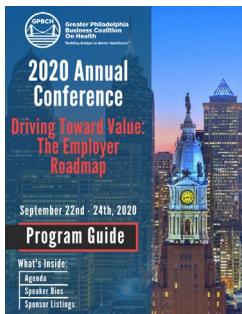
“The Walk With Ease Program was effective for our employees, where we saw positive results with increased physical activity and improved short-term health outcomes for a variety of health conditions. Although I was not involved in the inception of the program, I can absolutely agree with our employees’ satisfaction, as evidenced with employee feedback such as ‘My A1c lowered and I am better at self-management!’”
– Teneka Williams, Benefits Director, Resources for Human Development

Education

Throughout 2020 GPBCH provided education for our members and the employer community, hosting 27 educational programs and contributing expertise nationally to provide employers with actionable information and tools to navigate COVID-19 to advance workforce health improvement and value-based healthcare. Program topics included:

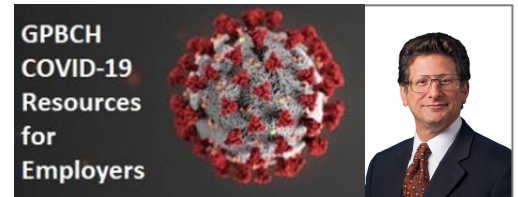
- Education and Resources to Address COVID-19
- Obesity and Diabetes Prevention and Management
- Workforce Mental Health
- Maximizing Value for Pharmacy Benefits
- Using Quality and Cost Data to Drive Patient Outcomes
- Employers Only Forums
- Musculoskeletal Issues in Employed Populations
- Colorectal Cancer Prevention
- Managing Multiple Sclerosis
- High Risk Pregnancy Mitigation
- Lowering Risk of Receiving Harmful Healthcare
- On-site and Near-site Clinics

GPBCH 2020 Annual Conference



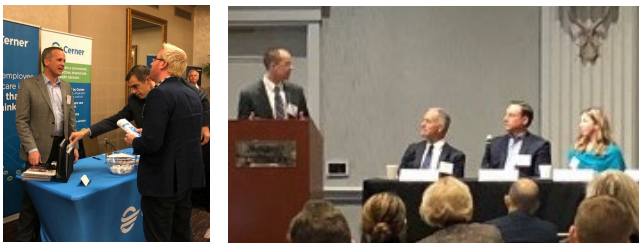
The GPBCH Virtual Annual Conference drew 300 registrants and featured topics to improve healthcare value. Keynote Speaker James Gelfand from the ERISA Industry Committee (ERIC) addressed health policy. Healthcare experts and business leaders presented topics on building cultures of health, emerging evidence on high deductible health plans, driving waste from medical and pharmacy spend, patient safety, and climate change impact on employers.

Ongoing COVID-19 Guidance



GPBCH Medical Director Dr. Ray Fabius and member organizations provided updates on COVID-19 education, safety and resources.

Live Events in Early 2020



Early 2020 live events included a panel discussion and networking at the January On-Site and Near-Site Clinics Educational Forum. The February program spotlighted innovative tools to advance workforce mental health. The March program addressed prescription benefits value.

GPBCH Newsletter



Greater Philadelphia
Business Coalition
On Health

"Building Bridges to Better Healthcare"

MEMBER NEWS

The Monthly Newsletter offers Coalition updates, educational program announcements, and employer-relevant news and resources.

"The Coalition is a key adjunct to my organization's consulting services. The newsletter, programs and networking offer best practices to inform my strategy. As a result, I have instituted successful smoking cessation and weight loss programs for our workforce." - James Rhodes, Deputy County Administrator, Camden County, New Jersey

Offering Expertise Nationally

GPBCH President and CEO Neil Goldfarb contributed expertise and led educational sessions for the National Alliance of Healthcare Purchaser Coalitions, American Journal of Managed Care, Academy of Nutrition and Dietetics, World Congress, Get the Medications Right Institute, and Community Oncology Alliance.

Employer Education in Population Health

GPBCH collaborated with the [Jefferson College of Population Health](#) to develop Employer Track Graduate Certificate and Master's Degree programs for business and healthcare professionals. The programs provide a deeper focus on the application of population health principles for employee populations in organizations. GPBCH members are eligible for a tuition discount.

"The Wawa Wellbeing and Benefits team appreciate the high caliber and content of the GPBCH educational programs that support professional development and provide information on a variety of topics for critical decision making. With employees in several states, it is important for us to participate with a coalition that can offer resources not only for this region but also for the other regions where we do business." - Michelle DeNault, Senior Wellbeing and Benefits Administrator, Wawa

Collaborative Partnerships

GPBCH engages with organizations locally and nationally to represent employers' interests to improve the value of healthcare spending and to drive better outcomes for the health and productivity of the workforce and community. GPBCH collaborates locally with the Delaware Valley Regional Planning Commission, Health Care Improvement Foundation, Get Healthy Philly, HealthShare Exchange, Live Healthy PA, the Chamber of Commerce for Greater Philadelphia, Delaware Health Information Network, the Delaware State Chamber of Commerce, and the Chamber of Commerce of Southern New Jersey. GPBCH represents employers at the national level with the National Alliance of Healthcare Purchaser Coalitions, The Leapfrog Group, Choosing Wisely, Better Medicare Alliance, National Coalition on Health Care, HERO, GTMRx Institute, and Coalition Against Surprise Medical Billing.

National Alliance of Healthcare Purchaser Coalitions

GPBCH partners with the National Alliance of Healthcare Purchaser Coalitions to drive innovation in healthcare value through the collective action of public and private purchasers. Together, both organizations seek to accelerate the nation's progress toward safe, efficient, high-quality healthcare and the improved health status of employer and community populations.



The Leapfrog Group

As Regional Leader for the Leapfrog Group, which promotes hospital and facility quality and safety transparency nationwide, GPBCH has achieved a record 77% of hospitals in southeastern Pennsylvania and Delaware participating in the Annual Leapfrog Hospital Survey.



Choosing Wisely

GPBCH, along with the National Alliance, leads this initiative with the American Board of Internal Medicine (ABIM) Foundation to promote Choosing Wisely, which seeks to advance a national dialogue on avoiding unnecessary medical test, treatments, and procedures.



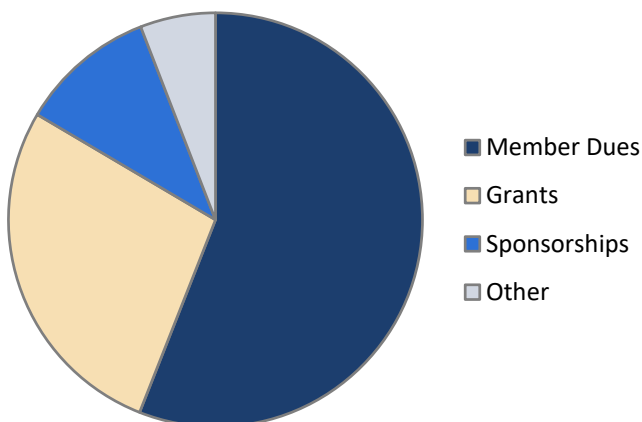
Employers Health

Through an agreement with Employers Health, GPBCH employer members can access group purchasing for pharmacy, vision, employee assistance, and other services.

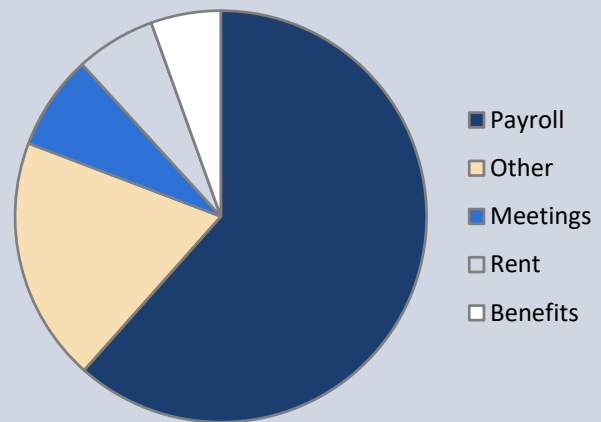


GPBCH Fiscal Year 2020 Finances

Revenue \$527,000



Expenses \$510,000



GPBCH is recognized by the US Internal Revenue Service as a 501(c) (3) non-profit organization. The Coalition operates on a July to June fiscal year. GPBCH is registered as a charitable organization with the United Way of Greater Philadelphia and Southern New Jersey (#52988).

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