



**Greater Philadelphia  
Business Coalition  
On Health**



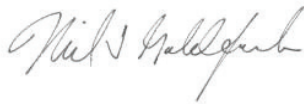
# **Annual Report Fiscal Year 2019**

*Building Bridges  
to Better Healthcare*

I am pleased to share with you the 2019 Annual Report of the Greater Philadelphia Business Coalition on Health (GPBCH). As evidenced in the report, throughout the year we offered outstanding educational programs, provided our employer members with tools and resources to help them achieve their population health and health benefits management objectives, provided opportunities for employers to network with and learn from each other and our affiliate members, and represented employers' interests in meeting with health plans, provider organizations, legislators and other healthcare system stakeholders. Most importantly, we created more transparency on healthcare quality and safety and drove improvements in safety and population health.

Coalition membership has continued to grow. In January 2012 we announced our launch with 8 employer members and 8 affiliate members. As of this writing we have 50 employer member organizations, and 50 affiliates. This growth and a very high rate of member retention means that we are doing something right, and that our members recognize the value of their participation.

GPBCH supports employers of all sizes who are based in, or have covered lives in southeastern Pennsylvania, southern New Jersey, and Delaware, and who care about the health of their workforce. If you are a GPBCH member, we thank you for investing in our efforts to drive healthcare value, transparency, and population health improvement in the Greater Philadelphia region. If you are not a member, I challenge your organization to join with the other employers and stakeholders who have come together to make a difference, and who are supporting regional efforts that will benefit your organization and workforce; we look forward to discussing membership with you.



Neil Goldfarb  
President and CEO

## 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

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Thomas Jefferson University & Jefferson Health

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Health Care Improvement Foundation

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Pat Haines, EVP, Chief Benefits Officer, Board of  
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Jessica Tracy, Director, Enterprise Solutions, Color  
Genomics

Marnie Vaughan, Vice President of Human Resources,  
Inframark

Joyce Vuocolo, Director of Benefits, Day &  
Zimmermann

We thank outgoing Board members who served in  
Fiscal Year 2019: Jacob Aufschauer (SEPTA), Melissa  
Dulin (Comcast), and Andy Rosa (formerly AmeriGas)

## Mission Statement

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



GPBCH educational programs, including our Annual Conference and Annual Wellness Summit, provide actionable information on topics critical to employers to advance value-based healthcare. Program topics in the past fiscal year included:

- Employer Approaches to Primary Care
- Driving Waste Out of Specialty Drug Benefits
- Addressing Mental Health in the Workplace
- Managing High Cost Claimants
- Umbilical Cord Blood Stem Cell Banking
- Employers Only Forums
- “To Err Is Human” Documentary Screening on Patient Safety
- Year in Review: Key Accomplishments and Project Findings
- Webinars: Type 2 Diabetes Self-Monitoring, Healthy Eating, Colorectal Cancer Screening, Physical Activity for Workers with Musculoskeletal Conditions, Caregivers in the Workplace, Driving Out Healthcare Waste

## GPBCH 2019 Annual Conference



The 2019 Annual Conference drew a record 300 registrants. Topics included state of the union on healthcare disruption, bundled health care payment strategies, reference pricing, best practices on value improvement, and a keynote from David Blumenthal, The Commonwealth Fund, on the employer’s role in creating effective healthcare markets.



## GPBCH 2018 Annual Wellness Summit

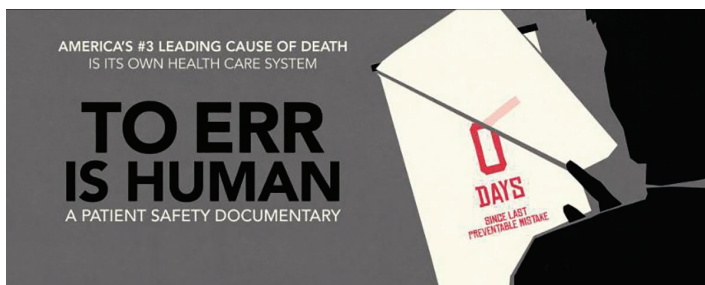


The 2018 Annual Wellness Summit offered behavioral economics evidence and technological tools for employers to increase consumer engagement. Kevin Volpp, MD, University of Pennsylvania, was the featured keynote speaker.





## "To Err Is Human" Documentary Screening



On May 9th GPBCH and the Healthcare Improvement Foundation hosted more than 100 healthcare stakeholders at WHYY to view the patient safety documentary "To Err Is Human". The program included a discussion panel with Maiken Scott, Host and Creative Director of The Pulse, WHYY, Missy Danforth, Vice President, Health Care Ratings, The Leapfrog Group, Victor Caraballo, MD, Vice President of Quality Management, Independence Blue Cross, Marsha Greene-Jones, Deputy Human Resources Director, City of Philadelphia, and Richard Webster, MSN, RN, President, Thomas Jefferson University Hospitals.

## National Alliance Leadership Summit, June 2019



Neil Goldfarb leads a discussion on employer use of research evidence, with Tom Parry (IBI), Christa-Marie Singleton (CDC), Jean Slutsky (PCORI), and Bruce Sherman (National Alliance)



"We have to change the system and we have to do it with more diligence...we need to be thinking about the adversity of the people dealing with these issues." Mike Thompson, National Alliance of Healthcare Purchaser Coalitions

## Driving Quality and Safety Transparency and Improvement

As Regional Leader for the Leapfrog Group in southeastern Pennsylvania and Delaware, GPBCH, with the support of our employer members, continues to promote transparency for the improvement in hospital quality and safety. This effort has led to an increase in participation in the Annual Leapfrog Hospital Survey from 5% to 70% in seven years. This means that employers and healthcare consumers have more information available to make informed healthcare decisions. Studies have shown that hospitals publicly reporting quality and safety information has led to improvement. GPBCH employer members, Sharon Castillo, Board of Pensions of the Presbyterian Church (U.S.A.), and Aaron Schrader, Health Benefits Manager, State of Delaware, were selected as 2019 Leapfrog Group Bruce Bradley Fellows for an education and training program to gain expertise in measurement of and advocacy for hospital quality and safety. Marnie Vaughan, Inframark, and Jill Hutt, GPBCH, were previous Leapfrog Bruce Bradley Fellows. The GPBCH Transparency Interest Group is now exploring use of Quantros data tools to examine physician-level performance.



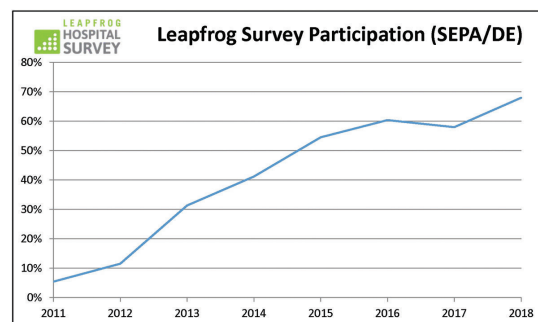
Sharon Castillo  
Board of Pensions  
of the Presbyterian  
Church (U.S.A.)



Aaron Schrader  
State of Delaware



Aaron Schrader and Sharon Castillo visit Capitol Hill  
with Bruce Bradley (right) and other Fellows



Participation in the Leapfrog Hospital Survey in SEPA  
and DE increased from 5% to 70% in seven years



## GPBCH Healthcare Innovation Awards

At the GPBCH 2019 Annual Conference employer and affiliate members were recognized with the Healthcare Innovation Award for their successes in improving employee health and benefits spend value through well-being programs and benefits design innovation. Award winners pictured with Neil Goldfarb are Peter Shubiak, Woods Services, Lynne Haney, AmeriGas, Melissa Hutchinson, Delaware Valley ACO, and John Tate, Johnson & Johnson.



## GPBCH Healthy Employer Recognition

Developed by the GPBCH Employee Health & Well-being Interest Group, in partnership with Get Healthy Philly, the Healthy Employer Recognition Program seeks to recognize employers that demonstrate commitment to promoting health, managing chronic disease, promoting healthcare quality and safety, and supporting community health improvement. In Fiscal Year 2019, GPBCH recognized Aetna (Tom Jacobs pictured with Neil Goldfarb) and MedRisk for their accomplishments.



## Organizations Supporting GPBCH Quality, Safety and Value Improvement Initiatives

### GPBCH Employer Members

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

\*Premier Employer Member

### GPBCH Affiliate Members

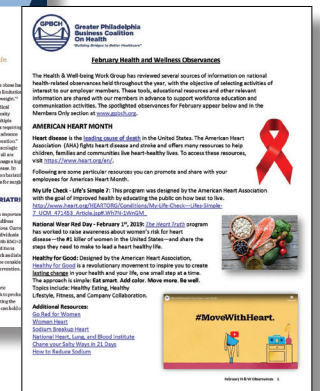
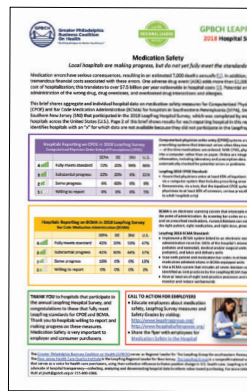
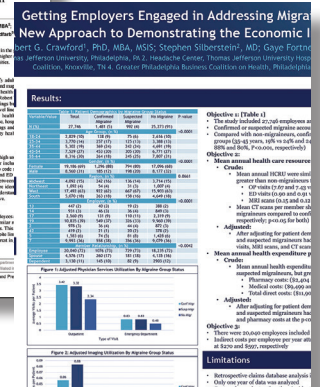
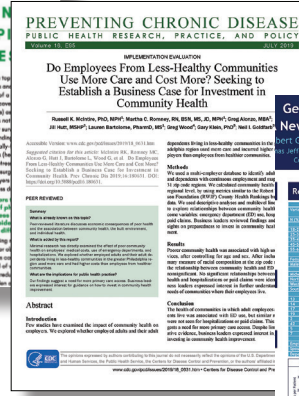
- 98point6
- Abbvie
- Accolade
- Aetna
- Amgen
- Aon
- Archetype Solutions Group
- AREUFIT Health Services
- Boehringer Ingelheim
- Buck
- Businessolver
- CA Staubach & Associates
- Cancer Treatment Centers of America
- Celgene
- Cerner Corporation
- Color Genomics
- Conner Strong & Buckelew
- DavidEdman.com
- Delaware Valley Accountable Care Organization
- Family Food
- Gallagher
- Genentech
- Health Advocate
- Health Care Improvement Foundation
- HealthNEXT
- Healthshare Exchange of Southeastern Pennsylvania
- HealthWell Solutions
- HENRY The Dentist
- Homestead Smart Health Plans
- Independence Blue Cross
- Johnson & Johnson
- KELLY Benefit Strategies
- Kistler Tiffany Benefits
- Lively
- MedWorks Consulting
- Mercer
- Naturally Slim
- Novo Nordisk
- Optum
- Pfizer
- Rittenhouse Benefits
- Sanofi US
- Special Risk Insurance Services
- Tandigm Health
- TFG Partners
- Trion
- United Concordia Dental
- ValueHealth
- Virta Health
- Willis Towers Watson

## Initiatives to Improve Healthcare Value

GPBCH has collaborated with employer and affiliate members and other healthcare stakeholder partners on initiatives to improve healthcare value in quality and safety, chronic disease prevention and management, and consumer engagement to drive better outcomes for the workforce and surrounding communities.

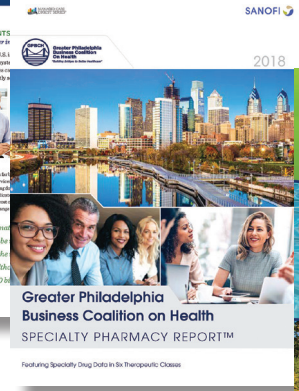
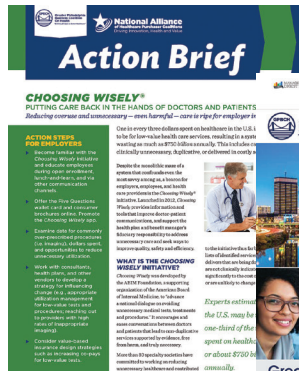
### FY 2019 Accomplishments:

- Driving quality and safety transparency and improvement as Regional Leader for The Leapfrog Group
- Promoting diabetes prevention and management
- Studying the economic impact of migraines in employer populations
- Publishing research on the impact of community health on service use and employer cost
- Issuing employer advisories and reports for bariatric surgery, cancer care, hemophilia, mental health, multiple sclerosis, obesity drugs, primary care and specialty pharmacy
- Promoting health and wellbeing with monthly wellness observances, patient safety resources, and healthy eating and summer fun guides



### FY 2020 Initiatives:

- Reducing unnecessary care through the Choosing Wisely Campaign
- Driving quality and safety transparency and improvement
- Convening an Employer Action Collaborative to address improved prevention and management of obesity and diabetes
- Identifying best practices for mental health management and integration with primary care
- Analyzing payment reform through episode based payments, ACO's, and other strategies
- Promoting Walk With Ease, a physical activity program for older workers
- Identifying best practices for specialty pharmacy management





## 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 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, 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, 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

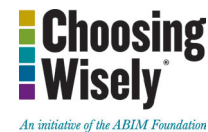


As Regional Leader for the Leapfrog Group, which promotes hospital quality, safety, and transparency nationwide, GPBCH has increased hospital participation in the Annual Leapfrog Hospital Survey from 5% to 70% in seven years.



### Choosing Wisely

GPBCH, along with the National Alliance, leads the 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 tests, treatments, and procedures.



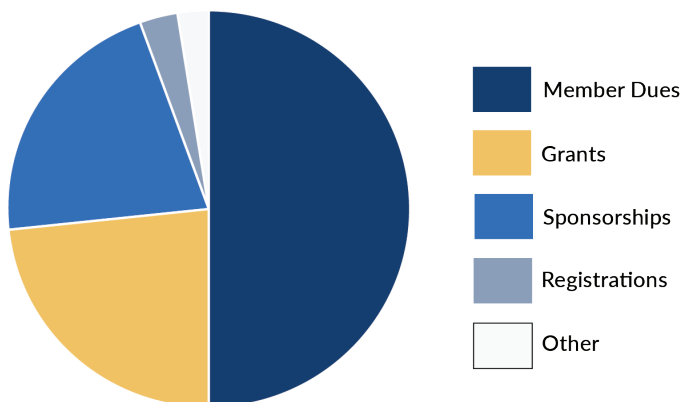
### Employers Health

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

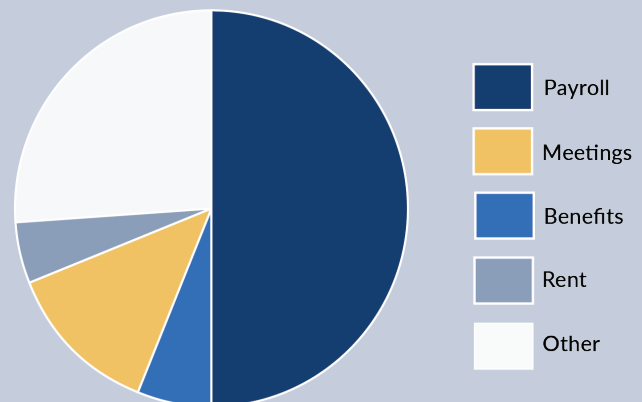


## GPBCH Fiscal Year 2019 Finances

### Revenue \$579,000



### Expenses \$577,000



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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Business Coalition  
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