



Greater Philadelphia Business Coalition On Health

"Building Bridges to Better Healthcare"

*Employers working together to improve population
health and healthcare quality and value*

What is the Coalition's Mission?

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.

Why is a Business Coalition on Health Essential?

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 is a 50-50 chance of getting care in accordance with guidelines
- Studies have estimated that between 25% and 50% of current spending is waste (e.g. overuse, inappropriate use, treatment of complications due to medical errors, costs of administration).

As the purchasers of nearly half of the nation's healthcare, employers have the ability to hold the system more accountable for improving quality and controlling utilization and cost – *but only when they work collectively to influence care*. GPBCH works to drive change in the local market, and is one of 50 business coalitions that collaborate through the National Alliance of Healthcare Purchaser Coalitions (www.nationalalliancehealth.org) to influence national policy, and to share expertise and best practices.

How is the Coalition Structured?

GPBCH was established in 2012 and incorporated in Pennsylvania as a non-profit corporation in July of 2013. GPBCH has IRS designation as a 501(c)(3) organization. The Coalition's service area includes the Philadelphia 5-county area of Southeastern Pennsylvania, the State of Delaware, and Southern New Jersey. Any employer that is corporately based in this region or has a significant workforce in this region is welcome to join. GPBCH also offers affiliate memberships to organizations that do not participate as employers but have an interest in supporting GPBCH's mission.

GPBCH represents 750,000 lives in the local market and 1.5 million lives nationally

Member



What are the Benefits of Membership?

By joining GPBCH, employers are showing that they recognize the need for healthcare system reform, and are willing to use their collective market power to make a difference. This in itself is important to drive health plans and provider organizations to invest more heavily in improvement. Additional benefits of Coalition membership include:

- Free attendance (up to two registrants per program) at monthly educational programs, the Coalition's Annual Conference, and Annual Wellness Summit
- Free subscription to the Coalition's monthly newsletter, featuring information on Coalition activities and educational programming, as well as national news, tools and resources of value to employers' population health management efforts
- Ability to network with other employers in the region and learn from each other, including a semi-annual "Employers Only" forum hosted by the Coalition
- Opportunity to participate in interest groups that track national and local innovations in healthcare and health benefits, and guide Coalition initiatives
- Access to networking, resources and educational programs from the National Alliance of Healthcare Purchaser Coalitions
- Access to group purchasing and discount pricing programs
- Opportunity to apply for GPBCH Annual Health Benefits Innovation Awards

What Are Examples of Coalition Initiatives?

GPBCH's Officers and Board of Directors set the Coalition agenda with input from work groups that are open to all members. Examples of Coalition initiatives and accomplishments include:

- **Creating transparency on hospital quality and safety**
 - Serving as the "regional leader" for the Leapfrog Group Hospital Survey – a national initiative encouraging hospitals to voluntarily disclose data on safety practices and outcomes; since 2012 the percentage of hospitals participating in the survey in the GPBCH region increased from five percent to seventy percent
 - Developing the nation's first regional public report on quality of inpatient cancer care
- **Developing tools to improve employee health and well-being**
 - Sharing GPBCH employer survey findings on barriers to wellness program engagement
 - Convening a Diabetes Prevention Learning Collaborative/Obesity Interest Group to provide employers with tools and strategies for weight management and diabetes prevention
 - Developing a "Healthy Employer Recognition Program" in partnership with Get Healthy Philly
 - Developing a calendar of monthly high-priority wellness-related national observances and disseminating resources for employers to use in worksite campaigns
- **Promoting Value-based Benefit Design**
 - Developing recommendations for smoking cessation, lipid management, blood pressure control, and diabetes management to encourage use of high-value services and discourage use of low-value services
 - Evaluating and sharing GPBCH employer survey findings on current benefit designs for addressing obesity, including behavioral/lifestyle, pharmacologic, and surgical benefits

The Coalition's current areas of clinical focus include Diabetes, Obesity, Pain Management, Oncology Care, Specialty Pharmaceuticals, and Migraine Care.

What do members say about the Coalition?

“As a global company with a diversified workforce, our team is focused on the connection between physical, financial and emotional wellbeing in our approach to population health, and how we can deliver a healthcare experience that supports our employees and their families at the local level and from a national scope. As a founding member, Comcast has been able to directly contribute to the Coalition’s mission through innovation in our approach and by sharing best practices with other employers to help promote health improvement for individuals, their families and their communities.”

Senior Vice President of Total Rewards, Comcast

“Our entire team of wellness and benefits professionals is involved with GPBCH. As the first founding employer member to join the Coalition, Wawa was looking for something in the Philadelphia region that spoke to the local employer environment, and also wanted to contribute to the national conversation. All types of employers are trying to change the paradigm and we’re pleased to be at the table to contribute to better solutions. It’s both an opportunity and a responsibility for a company, like Wawa.”

Director, Associate Relations and Benefits, Wawa

“My membership in GPBCH has enabled me to collaborate with employer peers and healthcare industry and academic experts to better define evidence-based approaches for value based insurance design to implement for the City of Philadelphia. Because of this, we are can take a leadership role in bringing innovative approaches to our employees to promote access to the most efficient and effective healthcare services.”

Deputy HR Director, City of Philadelphia

“Our members are dispersed in every zip code across the country, so it’s difficult for us to connect with them. We’re very committed to improving our members’ health, and, as plan leaders, need to be exposed to the thinking of leaders in this realm, which is why we joined GPBCH. The Coalition helps us with creating messaging, our value proposition, and comparisons vs. others. We also have access into regional markets where we can learn innovative ideas from other centers of excellence.”

EVP, Chief Benefits Officer, The Board of Pensions of the Presbyterian Church (U.S.A.)

“As an Affiliate Member, we’re not an employer, but we do have a similar mission—improving care and reducing medical errors. At the Health Care Improvement Foundation, our job is to collaborate with hospitals and health care providers to improve the performance of the entire region. My interest and involvement in GPBCH is around making a difference, so we’re excited and encouraged to work directly with businesses because they can be strong voices for change.

President, Health Care Improvement Foundation

Who are the Coalition’s Staff Members?

Neil Goldfarb, President and CEO, has over 30 years of experience in health services research, delivery and administration. Mr. Goldfarb is co-director of the College for Value-based Purchasing of Health Benefits, a national training program offered in partnership with the National Alliance of Healthcare Purchaser Coalitions. He has authored nearly 60 healthcare articles in the peer-reviewed literature, focused on his interests in health and disease management, quality measurement and improvement in ambulatory and long term care settings, care for the under-served, and economic evaluation of health care interventions. Mr. Goldfarb is currently Chair of the Board of Governors of the National Alliance of Healthcare Purchaser Coalitions.

Ray Fabius, MD, Consulting Medical Director, is co-founder of HealthNEXT, a GPBCH Affiliate member company dedicated to the development of organizational cultures of health. Dr. Fabius' previous positions include serving as Chief Medical Officer of Truven Health Analytics, President and Chief Medical Officer for I-trax/CHD Meridian, and Global Medical Leader for General Electric, where he was responsible for the health and wellness of over 330,000 employees worldwide. Dr. Fabius, a pediatrician by training, is a faculty member of the American Association of Physician Leadership, which has recognized him as a Distinguished Fellow, and the American College of Environmental and Occupational Medicine (ACOEM). He has written three books on medical management, including *Population Health: Creating Cultures of Wellness*.

Other key staff members include:

- Jill Hutt, Vice President of Member Services
- Eric Croft, Director of Operations
- Martha Romney, RN, MPH, JD, Project Director

Current members of the GPBCH Board of Directors are:

- Joseph Abbondandolo, Vice President, Benefits, Thomas Jefferson University & Jefferson Health
- Pamela Braun, Vice President, Clinical Improvement, Health Care Improvement Foundation
- Michelle Denault, Senior Benefit Administrator, Wawa
- Marsha Greene-Jones, Deputy Human Resources Director, City of Philadelphia
- Patricia Haines, EVP, Chief Benefits Officer, Board of Pensions of the Presbyterian Church (U.S.A.)
- Gerry Hoffner, Principal, Mercer
- Gina Ross Murdoch, President and CEO of the Multiple Sclerosis Association of America
- Samuel Peik, MD, Senior Director, Health Services, Comcast
- James Rhodes, Deputy County Administrator, Camden County
- Peggy Schubert, Senior Consultant, Gallagher
- Jessica Tracy, Director, Enterprise Solutions, Color Genomics
- Marnie Vaughan, Vice President of Human Resources, Inframark
- Joyce Vuocolo, Director of Corporate Benefits, Day & Zimmermann

What is the Cost of Membership?

For *employers*, Standard annual membership dues are based on total number of employees in the GPBCH service area; the cost is \$5 per benefits-eligible employee in the region, with minimum dues of \$1,000 (≤ 200 employees) and maximum dues of \$5,000 ($\geq 1,000$ employees). Certain non-profit and public employers may qualify for a discount on annual dues. For an additional \$2,500 dues, employers can upgrade to a Premier membership. **Coalition membership is a small investment with a potentially huge return!**

For *affiliates*, annual dues are \$5,000.

Dues are invoiced annually, on the anniversary of joining the Coalition.

How Can I Get More Information?

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

Current GPBCH Member Organizations

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
Christiana Care Health System
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
Philadelphia Gas Works
Pinnacle Foods
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
Teva Pharmaceuticals
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

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
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
ValueHealth
Willis Towers Watson