



## Greater Philadelphia Business Coalition On Health

"Building Bridges to Better Healthcare"

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

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### 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](http://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**

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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

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

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## 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 of GPBCH since 2012, our long-standing membership is a testament to the value of the Coalition and the collaboration among members on advancing health in our region. Over the last 8 years, the Health Care Improvement Foundation has benefited from the many networking and educational opportunities offered through the coalition. The speakers and discussions at Coalition events never disappoint. We have forged new relationships with local businesses and have applied many of the innovations we learned about to our own programs.”

*Vice President of Clinical Improvement, 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 a member of the Executive Committee and Chair Emeritus 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
- Jim Miller, Vice President, Sales & Service, National Accounts, Aetna
- 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, Area Vice President, Gallagher
- Andrea Silver, Wellness Business Partner, Philadelphia Gas Works
- James Startare, Associate Vice President, Benefits, Aramark
- Marnie Vaughan, Vice President of Human Resources, Inframark

### **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 ( $\leq 200$  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@gbpch.org](mailto:ngoldfarb@gbpch.org), [www.gpbch.org](http://www.gpbch.org)

## Current GPBCH Member Organizations

### Employer Members:

AmeriGas  
AmerisourceBergen  
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  
Chubb  
City of Philadelphia  
Clemens Food Group  
Comcast NBCUniversal\*  
Community College of Philadelphia  
Day & Zimmermann  
Delta Community Supports  
Devereux Advanced Behavioral Health  
Essity  
Greater Philadelphia YMCA  
Independence Blue Cross  
Inframark  
Johnson & Johnson  
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

### Affiliate Members:

Abbvie  
Accolade  
Aetna  
Amgen  
Aon  
Archetype Solutions Group  
Boehringer Ingelheim  
Buck  
CA Staubach & Associates  
Cancer Treatment Centers of America  
Cerner Corporation  
Color Genomics  
Conner Strong & Buckelew  
Delaware Valley Accountable Care Organization  
Exact Sciences  
Gallagher  
Genentech  
Health Advocate  
Health Care Improvement Foundation  
HealthNEXT  
Healthshare Exchange of Southeastern Pennsylvania  
HealthWell Solutions  
Homestead Smart Health Plans  
Independence Blue Cross  
KELLY Benefit Strategies  
Kistler Tiffany Benefits  
MedWorks Consulting  
Mercer  
Naturally Slim  
Novo Nordisk  
Optum  
Pacira BioSciences  
Pfizer  
Rittenhouse Benefits  
Sanofi US  
Special Risk Insurance Services  
Tandigm Health  
TFG Partners  
Tria Health  
Trion  
United Concordia Dental  
ValueHealth  
Virta Health  
Wellness Coaches