

Greater Philadelphia Business Coalition on Health

Tenth Anniversary Celebration

November 10th, 2022



DRIVING INNOVATION AND VALUE IN HEALTHCARE

President's Message:

As we celebrate our 10th Anniversary, it is hard for me to believe that the Greater Philadelphia Business Coalition on Health (GPBCH) has reached this important milestone. If you are not familiar with the Coalition's history, it all began when I was the Associate Dean for Research in what's now the Jefferson College of Population Health, and began doing research on the role of purchasers in driving improvements in care quality and value. I spoke with business executives and thought leaders around the country who were beginning to engage in "value-based purchasing," and I came to believe that business coalitions on health had a pivotal role to play in this movement. Greater Philadelphia was one of the few major metropolitan markets in the U.S. that did not have a coalition, so I decided to leave Jefferson in hopes of building one for our region.

I began reaching out to some of my local employer contacts, whom I'd met with my earlier research and education efforts, and Michelle DeNault, now Senior Benefits Analyst at Wawa set up a meeting for me with her and Todd Lombardi, who was Director of Compensation and Benefits at Wawa. In an end-of-summer meeting, Todd signed Wawa up to be the very first member of the Coalition. So, it's especially meaningful that Aramark, where Todd is now Vice President of Total Rewards, is hosting our 10th Anniversary Celebration!

Soon after Wawa joined, other employers followed, including Comcast, Day & Zimmermann, Stradley Ronon, and PHMC, which provided us with office space and administrative services. In January, 2012, we announced the official launch of GPBCH with eight founding employer members. We also had support from eight founding affiliate members, including Merck, Boehringer-Ingelheim, the Health Care Improvement Foundation, Kistler Tiffany Benefits (now OneDigital), Pfizer, Trion (Marsh McLennan), Johnson & Johnson, and Mercer. (Merck and J&J have since transitioned to employer members.)

From those early days, a lot has changed. We incorporated independently and successfully applied for 501(c)(3) recognition by the IRS. Membership grew to the present count of 50 employers and 43 affiliates. We pivoted to a virtual work environment to survive a pandemic! But what hasn't changed is our commitment to making a difference in improving health and healthcare for our members, their workers, and our communities.

Tonight, we celebrate our accomplishments as a group. I am most proud of our success in driving transparency and accountability, as demonstrated by hospital participation in the annual, voluntary Leapfrog Hospital Survey jumping from 5% to 75% of our region's hospitals. We've heard directly from hospital executives that this effort has improved care processes and saved lives. Of course, there are many other activities and accomplishments!

We could not have gotten here without the support of our Board of Directors, and our other members, and I would not have made it this far without a great team, especially Jill Hutt, Vice President of Member Services, and Eric Croft, Director of Operations. Thank you for your support of GPBCH, and for celebrating with us!



Neil Goldfarb
President and CEO
Greater Philadelphia
Business Coalition on Health

About Greater Philadelphia Business Coalition on Health

Established in 2012, the Greater Philadelphia Business Coalition on Health (GPBCH) is a membership organization open to any employer that is corporately based or that has a significantly employed population in our service area. The Coalition's service area includes southeastern Pennsylvania, southern New Jersey and the state of Delaware. GPBCH also offers affiliate memberships to organizations that do not participate as employers but have an interest in supporting and participating in the Coalition's activities.

Our 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, equitable, high-quality, and safe. We also advocate on behalf of employers for federal, state, and local policies that will support development of a higher-value health care system and advance population health.

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10th Anniversary Highlights

- 5:00pm: Celebration Begins!
- 5:00pm - 6:00pm: **Networking and Book Signing**
- "How COVID Crashed the System: A Guide to Fixing American Health Care" - Author David Nash, MD, Founding Dean Emeritus, Jefferson College of Population Health
 - Silent Auction Bidding Opens (Closes at 7:30pm)
- 6:00pm - 6:15pm: **Welcome and Remarks**
- Neil Goldfarb, President and CEO, GPBCH
 - The Honorable James Kenney, Mayor of Philadelphia
- 7:00pm - 7:15pm: **Remarks**
- Michael Thompson, President and CEO, National Alliance of Healthcare Purchaser Coalitions
 - Jill Berger, Director, Employer & Payor Engagement, The Leapfrog Group
- 8:00pm: **Announcement of Silent Auction Winners**
- 8:30pm: **Celebration Concludes**

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* Founding Member

Save the Date!



2023 GPBCH Annual Conference
May 24th, 7:30am - 4:00pm
Philadelphia DoubleTree Hotel

GPBCH Minority College Student Summer Internship

We are excited to launch an internship with GPBCH for minority college students in our region starting in June 2023. Proceeds from the Silent Auction will assist in funding this summer internship program.

**Thank You to the Following
Sponsoring Organizations
for Supporting our 10th
Anniversary Celebration!**



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Aetna® is proud to support the
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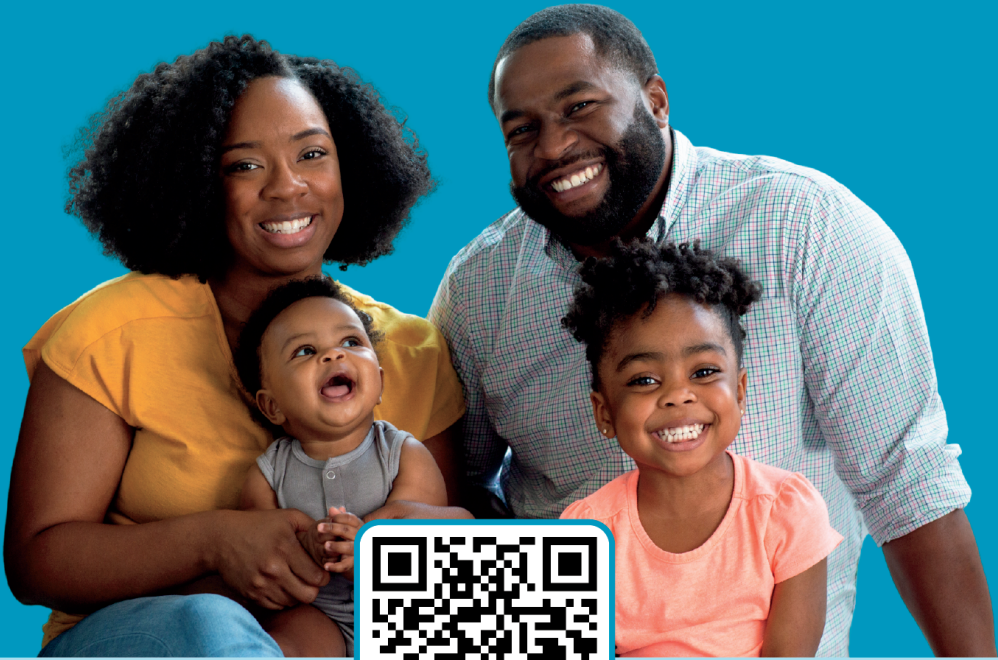
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Greater Philadelphia Business Coalition on Health

Independence Blue Cross is proud to sponsor the 10th Anniversary Celebration and recognizes the Greater Philadelphia Business Coalition on Health for its efforts to improve workforce and community health, increase health care quality and safety, and reduce health care costs.

Now more than ever, Independence remains steadfast in its support of individuals and community organizations dedicated to improving the lives and health of the people in our region.



A BETTER WORLD
TOGETHER

A photograph of three healthcare professionals in a meeting. On the left, a woman in a white lab coat is writing in a notebook. In the center, a woman in teal scrubs is smiling and gesturing with her hand. On the right, a man in a white lab coat and glasses is looking at a laptop screen. They are all wearing stethoscopes. The background is a bright, modern office setting with large windows.

Inframark is a proud supporter and member of the Greater Philadelphia Business Coalition on Health. We believe a more transparent, cost-effective, and patient-centered healthcare system helps us create healthier communities in which we can all thrive together. To Neil Goldfarb and the GPBCH team, thank you for your tireless advocacy on behalf of our employees and their families.

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Stradley Ronon proudly supports **GPBCH** and celebrates its 10 years of advancing workforce and community health

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A photograph of a lighthouse with a red top, situated on a rocky shore. The lighthouse is partially obscured by white, billowing clouds. In the background, the ocean is turbulent with large, white-capped waves under a hazy sky.

**Congratulations to the
GPBCH on 10 years of
Driving Innovation and
Value in Healthcare**



Stronger Together

Ballard Spahr congratulates GPBCH on 10 years of driving innovation and value in health care throughout the region. We're proud to support GPBCH and look forward to continuing our collaboration in the next decade.



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Centivo congratulates the GPBCH on its 10th anniversary and proudly supports its work to advance healthcare value in the Greater Philadelphia region!



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Sophia Torielli
Area President

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**MMA proudly supports the GPBCH
as it celebrates 10 years of advancing
healthcare value in Southeastern PA,
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**THE MULTIPLE SCLEROSIS ASSOCIATION OF AMERICA
congratulates the Greater Philadelphia Business Coalition
on Health on their 10th anniversary!**

*MSAA applauds GPBCH on their many accomplishments
over the past several years. We are proud to collaborate on
important healthcare initiatives that impact our community.*



**Multiple Sclerosis
Association of America**

Visit **MyMSAA.org** for more
information about MSAA.

**MSAA's Improving Lives Benefit is scheduled for May 2023
in Philadelphia. Details will be available soon!**


***As a proud member of the
GPBCH, we congratulate you
on 10 FANTASTIC years
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CONGRATULATIONS!

The health and safety of our employees is paramount in every decision we make.

SEPTA congratulates the Greater Philadelphia Business Coalition on Health on ten years of advancing healthcare value in our region and for being a trusted resource in the development of accessible, affordable, equitable, and high-quality wellbeing programs.



Happy Anniversary GPBCH

CELEBRATING 10 YEARS OF ADVANCING HEALTHCARE
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DRIVING INNOVATION AND VALUE IN HEALTHCARE

Thank you to all of our members, sponsors, and collaborative partners. Here's to another 10 years of making a difference.

