



Wichita Business Coalition on Health Care

Newsletter

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From the Executive Director

Success in collaboration

Welcome to the first edition of the Wichita Business Coalition on Health Care newsletter. This newsletter will be a key communication tool for us as we move forward with the important work of addressing health care cost and quality for our region.

The Coalition has over 35 members, including employers, hospitals, health plans, brokers, government and pharmaceutical companies. Each member has come to the table recognizing that by working together in a collaborative forum we can accomplish more than any one entity could accomplish on its own. The Coalition represents an exciting opportunity to work collaboratively to seek greater value from our health care system.

It is very clear that the cost of health care is the most important factor for employers. However, while reducing cost may be the ultimate benchmark of success, the Coalition is focused on developing a better understanding of the factors that drive cost, including quality of care, utilization and the health status of employees. Despite all of the strengths of our health care system, there is always room for improvement. Noted health care quality and patient safety advocate Michael Millenson once wrote a book entitled "Demanding Medical Excellence" and this is what I believe we should all strive for as we address health care in our region.

There are three areas I want to highlight with regard to the importance of our work and the role of the Coalition:

Economic Development – Through providing health care benefits to employees, employers in this community are the

source of a substantial portion of the nearly \$3 billion dollars spent on health care in our region. This figure is a double-edged sword in our community. On one hand it represents a tremendous contribution to our economy. On the other hand, it is important to remember that one person's revenue is another person's cost.

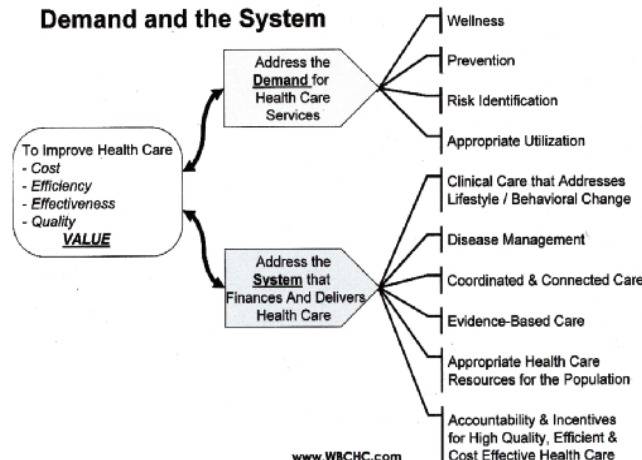


Health benefits represent one of the top expenses of any employer and dollars spent on health care for employees are not the same as those from new products and services that can bring in revenue. Employers who have been striving to reduce their operating costs through sophisticated manufacturing and operational controls are running up against health care costs that continue to increase at a rate significantly higher than inflation. Reducing the cost of health care is important to creating a vibrant business environment.

Health as a Key Component of Human Capital – Healthier employees are more productive. They are less likely to be absent from work and more likely to be fully engaged in accomplishing their work. Healthy employees are a competitive advantage. An executive at Fed-Ex once said, "Health insurance doesn't really do anything for FedEx – healthy employees do." The components of addressing human capital include education, skills, knowledge and attitudes. Health should be added to this list. It is true that the health of employees is often determined by

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HEALTH CARE IMPROVEMENT Demand and the System



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CALENDAR

Oct. 13 at KU School of Medicine-Wichita	
Nov. 17, 2008 at KU	
Dec. 8	All board meetings begin at 4 p.m. For latest listings, visit
Jan. 12, 2009	www.WBCHC.com
Feb. 9	
March 9	
April 13	

Spotlight on...

Maine Health Management Coalition

Highlighting successful and innovative coalitions around the country

WHO THEY ARE

The MHMC is an employer-led partnership among multiple stakeholders working collaboratively to maximize improvement in the value of health care services delivered to MHMC members' employees and dependents.

WHAT THEY DO

Assist employers in implementing the principles of value-based health care purchasing: standardized performance measures, transparency and public reporting, payment reform, and informed choice.



Challenge employers to act as, and see themselves as, leaders and as "critical external motivators" in encouraging providers and health plans to embrace, lead and implement the redesign of health care delivery.

KEY PROGRAMS AND INITIATIVES

- **Pathways to Excellence** is the name of each of the three public reporting initiatives of the Maine Health Management Coalition. MHMC publicly reports quality data on primary care

practices and hospitals at www.mhmc.info. Efforts to publicly report quality data on specialists are underway.

- **Hospital Measurement and Reporting Initiative** measures and reports on the performance of Maine hospitals in the areas of patient experience, patient safety, and select clinical quality.

The initiative is designed to create a robust dashboard of measures comparing the performance of Maine hospitals with each other and, where available, with regional and national performance comparisons.

- The Maine Health Management Coalition believes that active employee/patient/consumer involvement in their health care will not only improve health outcomes, but also catalyze the health care system to improve value. Therefore, after the Pathways to Excellence initiatives began publicly reporting quality data, MHMC started the **Employee Activation Initiative** to help member organizations communicate about quality health care to their employees.

LEARN MORE:

Visit them online at www.mehmc.org.

Our strategic priorities

The Wichita Business Coalition on Health Care will focus on the following priorities:

- **Framework for Common Understanding and Improvement** – developing common understanding and common language among the members of the Coalition
- **Utilization** – understanding and addressing regional variations and implications for cost, quality and value
- **Transparency** – understanding the basis and drivers of both cost and quality
- **Disease Management/Risk Identification** – understanding and addressing specific health issues among employees, including wellness, prevention, early identification, and chronic disease management.
- **Value-Based Benefit Design and Purchasing** – increasing accountability better aligning incentives for each component of the health system (patient, employer & provider)
- **Infrastructure and Participation** – the Coalition will also focus on expanding participation and funding to support a strong and sustainable organization which can accomplish the vision and mission.

Collaboration, cont'd.

Continued from Page 1

their lifestyle choices, but the health system also should support employee health improvement by delivering care that reinforces healthy choices and providing a focus on prevention and wellness, along with treating illness.

Health Care Demand and Supply – To fully address the factors driving the high cost of health care and health benefits will require addressing both the demand for health care services as well as the system that provides health care. We can address demand for health services through prevention and wellness, as well as through benefits design that promotes responsible utilization. Addressing the system or supply side means ensuring that the health care system provides effective and efficient care that results in better outcomes. Moving forward we need to find new ways for the health system, employers and employees to work together, to partner in new ways to maximize health and to ensure that the system delivers the highest value.

This is an exciting time to be involved in health care in Wichita. In addition to our work, there are several efforts in our region to seek real change and improvement in health care, including the leadership provided by the Medical Society of Sedgewick County, the Health Access Project led by Commissioner Tim Norton, and the advocacy for physical activity and good nutrition led by the Wichita Health and Wellness Coalition. Each of these efforts is addressing substantive and important issues for our region and it is important to note that the Coalition is a part of each of these efforts.

If your organization is not part of the Coalition, please consider joining this effort and becoming a member.

Ron Whiting
Executive Director
Wichita Business Coalition on Health Care

YOUR COALITION

Framework for common understanding and improvement

Forum event held Sept. 15

This membership event laid the groundwork for effective communication among our members. Through constructive dialogue, this group builds a common foundation on which to address key health care issues.

Next event: Nov. 18

issues in our community. Analysis will provide direction for new initiatives.

New models of care

Pilot project analysis

Multi-stakeholder group convened to explore potential of creating pilot project(s) demonstrating new models of care with a focus on the concept of patient-centered medical homes. A concept paper is in development.

Physicians involved

We are actively engaging primary care physicians, particularly around defining a reimbursement methodology that better aligns incentives. We've had three meetings to date that looked at pilot projects and the Patient Centered Care Collaborative, which provides a promising model.

Next events: Nov. 14 and Dec. 17.

Transparency

Transparency work group

This multi-stakeholder group provides a forum for the discussion of transparency issues, particularly in the areas of understanding the drivers of both cost and quality. Members provide input to guide focus group and quality reporting initiatives.

Web-based aggregation of available quality data

We are working with Pfizer data resources to develop a Web-based aggregation of quality data for hospitals in this region.

Next event: Dec. 10

Infrastructure, partnerships and relationships

Powerful partnerships

We are establishing the Coalition as an entity capable of convening multi-stakeholder groups for substantive discussions of regional health care issues. The Coalition represents the interests of regional employers on health care issues.

Lasting relationships

We are building relationships between the Coalition and other organizations, including the University of Kansas School of Medicine-Wichita, the Medical Society of Sedgwick County, the Kansas Health Policy Authority and the Kansas Health Institute.

National resources

We became members of the National Business Coalition on Health, with access to its resources and tools, as well as connections with regional coalitions across the country.

Utilization and disease management/risk identification

Data strategy group

This multi-stakeholder group provides input and discussion of data needs and has dedicated a tremendous amount of behind-the-scenes work.

Data strategy and claims data analysis

The University of Kansas School of Medicine-Wichita is contributing time and expertise to overall data strategy; potential for leveraging additional research and grant opportunities.

We are beginning process of requesting health plan data to help us understand and address utilization and disease management

National Coalition Partnership Leverages Strengths

The National Business Coalition on Health has a membership of nearly 60 employer-led coalitions across the United States, representing more than 10,000 employers and approximately 34 million employees and their dependents.

These business coalitions are composed of mostly mid- and large-sized employers in both the private and public sectors in a particular city, county or region. NBCH member coalitions are committed to Community Health Reform, including an improvement in the value of health care provided through employer-sponsored health plans



and to the entire community.

The National Business Coalition on Health provides expertise, resources and a voice to its member coalitions across the country and represents each community coalition at the national level. As a "coalition of coalitions," the NBCH spreads the tenets and practical applications of community health reform to areas where employers have yet to organize their purchasing power. For five years, NBCH has pursued national purchasing initiatives to offer turn-key health care products and services to community coalitions and their member employers. The NBCH is dedicated to making the coalition movement the vehicle for meaningful change in the health care system throughout the United States.



Wichita Business Coalition on Health Care

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A Mission That Matters

The Vision of the Coalition is to achieve substantive and sustainable improvement in the value received for the health care dollars spent by the region's employers, to enhance the health of employees and their families, and to increase the quality of health care for the community.

The Coalition will engage in substantive and actionable discussions about the region's health care resources in a collaborative model involving all of the key stakeholders.

Members will identify and pursue innovative strategies to decrease health care costs and improve health care quality and efficiency.

The Coalition will help employers understand the cost drivers of health care and develop strategies to increase the value they receive from their health care expenditures.

We will increase information sharing and transparency among and between employers, health plans, physicians, hospitals, and other key stakeholders.

Members

Employers

Butler Community College
Cessna
City of Derby
City of Wichita
Commerce Bank
Conco Construction, Inc.
Foulston Siefkin, LLP
Hawker Beechcraft Corp.
Harrington Health
IMA of Kansas
Intrust Bank
U. of Kan. School of Medicine- Wichita
Sedgwick County
State of Kansas
Syndeo
USD 259
Wescon Products
Wichita Metro Chamber of Commerce
Wichita State University
Youthville

Providers

BlueCross BlueShield of Kansas
Coventry Health Care of Kansas
Delta Dental
Galichia Heart Hospital
Kansas Heart Hospital
Medical Society of Sedgwick County

Mid Kansas Physicians Association
Preferred Health Systems
ProviDRs Care Network WPPA
Via Christi Health System
Wesley Medical Center
West Wichita Family Physicians
Wichita Clinic

Other stakeholders

Hardman Benefit Plans, Inc.
Hilb Rogel & Hobbs
Merck & Co., Inc.
Pfizer, Inc.

Join us as we move forward!

Contact:

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