



Business Health Care Group

Driving Meaningful Change

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Background



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A Business Community Effort to “Move the Market”:

- Located in Southeast Wisconsin
- Started in 2003 by 14 CEOs
- Cost of care was 27% above mid-west average
- Goal to move cost to or below mid-west average

Covering 11 County Area:

- | | | |
|--------------|-------------|------------|
| ■ Dodge | ■ Jefferson | ■ Kenosha |
| ■ Milwaukee | ■ Ozaukee | ■ Racine |
| ■ Rock | ■ Sheboygan | ■ Walworth |
| ■ Washington | ■ Waukesha | |

Goal and Values



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Reduce the cost of health care to at or below mid-west average by -

Walking in unison to influence the SE Wisconsin Market

Providing transparency of cost and quality information

Promoting accountability of provider, administrative partner, employer and consumer

Educating consumers to allow for informed decision making

Current Membership



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- 35 Self Funded
- Over 1,000 fully insured
- Over 102,000 members in health plan

What's Wrong with Our Health Care



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- Lack of accountability
- Lack of alignment
- Not a system

What do Employers Want?



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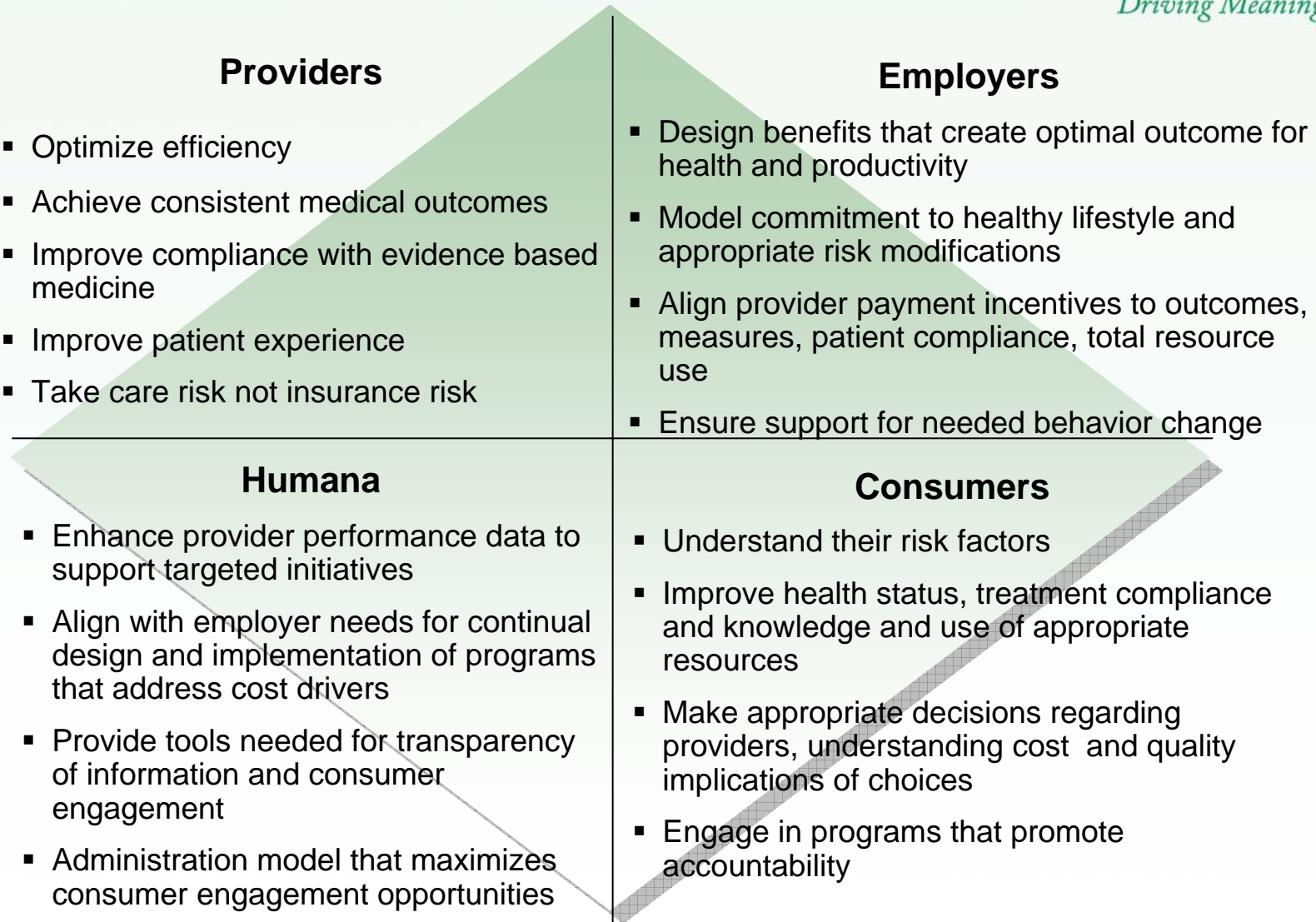
- Lower health care costs
- Improved workforce health and productivity
- Improved health care

Creating Behavior Change in All Stakeholders



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ACO Issues – Employer Perspective



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- Maintaining choice complicates attribution, attribution needed for accountability
- Integrated care vs locking in market share
- Payment models to support integrated care & outcomes
- Transparency of reliable information
- Shared decision making based on consumer not provider

ACO from an employer perspective



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- What it is
 - Patient centered
 - Improved efficiency
 - Outcome focused
 - Less costly

- What it is not
 - More of the same
 - A way to lock in market share
 - A new buzz word