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ALLIANCE[®] CEO TO TESTIFY AT U.S. SENATE FINANCE COMMITTEE HEARING

MADISON, WIS., July 14, 2014 — Cheryl DeMars, Alliance President and CEO, has been invited to testify before the U.S. Senate Finance Committee in Washington D.C. on Tuesday, July 15 at 9:00 a.m. Central (10:00 a.m. Eastern).

The hearing will focus on “Chronic Illness: Addressing Patients’ Unmet Needs.” DeMars will provide the employers’ perspective, focusing on how The Alliance helps employers with self-funded health plans use data to drive change in the health care marketplace.

DeMars’ testimony will feature the *QualityPath*[™] program under development by The Alliance. *QualityPath* aims to transform the health care marketplace by designating physicians-and-hospital pairings as high quality for selected high-dollar procedures. Employers who participate in *QualityPath* receive lower pricing for these procedures if they offer substantial incentives to employees to use *QualityPath* providers.

The event will be webcast and written testimony will be available from this link: <http://www.finance.senate.gov/hearings/hearing/?id=ee3a24de-5056-a032-529e-2fc76cca5ae6>

In June, DeMars was elected board chair of the National Business Coalition on Health (NBCH) a national, non-profit, membership organization of purchaser-led health care coalitions dedicated to value-based purchasing of health care services through the collective action of public and private purchasers. <http://www.nbch.org/Press-Release-7.14.14>

The Alliance is an employer-owned, not-for-profit cooperative that moves health care forward by controlling costs, improving quality and engaging individuals in their health. Its more than 200 employer members provide health benefit coverage to 90,000 individuals in Wisconsin, Illinois and Iowa.

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