

We are employers moving health care forward.

“Value is comprehensive. It includes choice, convenience, quality, as well as cost. The main advantage The Alliance has is that it maximizes value.”

Brad Olm
Gordon Flesch Co.



Dear members and friends:

Who Is The Alliance?

That's a question I'm sometimes asked. I've discovered there's more than one answer to "Who We Are:"

- We are the leading force in our service area committed to maximizing overall health plan value to employers, employees and their families, with the strongest combination of provider choice, aggressive cost controls and quality information.
- We are the only organization in our area to bring innovative solutions to lower the cost of health care through programs like *QualityPath*.
- We are 240 employers working together to move health care forward.
- We know there is power of numbers when organizations come together to drive change.
- We transform health care.

The Alliance recently created a set of statements to provide answers to the broader question of Who We Are. You'll find our Who We Are statement on the final page of this annual report. In the pages that lie between, we'll share the details about our work during the past 12 months.

It's important to us all - both employers and the people who use The Alliance to access care - that The Alliance lives up to its own story of Who We Are. As the chairman of The Alliance Board, I'd like to assure you that The Alliance Board of Directors, the staff and its member employers are continually striving to make "who we are" a vital force for self-funded employers.

A handwritten signature in black ink, appearing to read 'B. Olm', followed by a horizontal line.

Brad Olm, Alliance Board Chair
Vice President of Human Resources
Gordon Flesch Co., Madison, Wis.

We are your cooperative. We offer value. We remove barriers. We create opportunity.

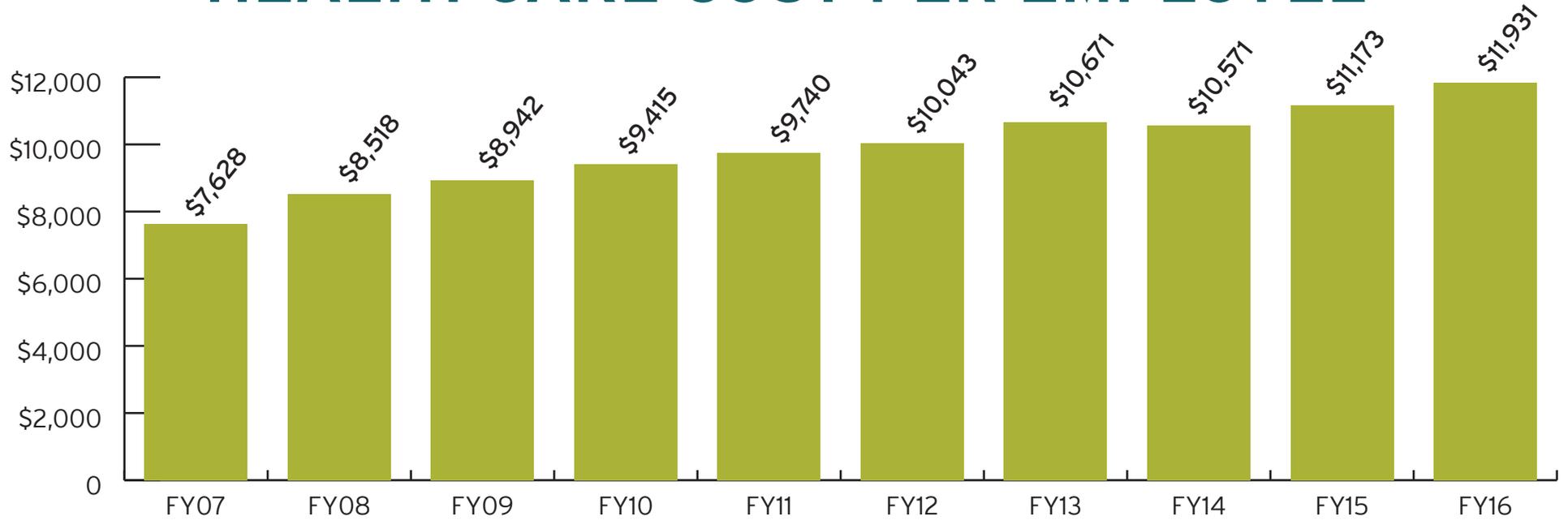


“If you are going to self-fund, it is a no brainer to use The Alliance as they are going to get you the best cost. ”

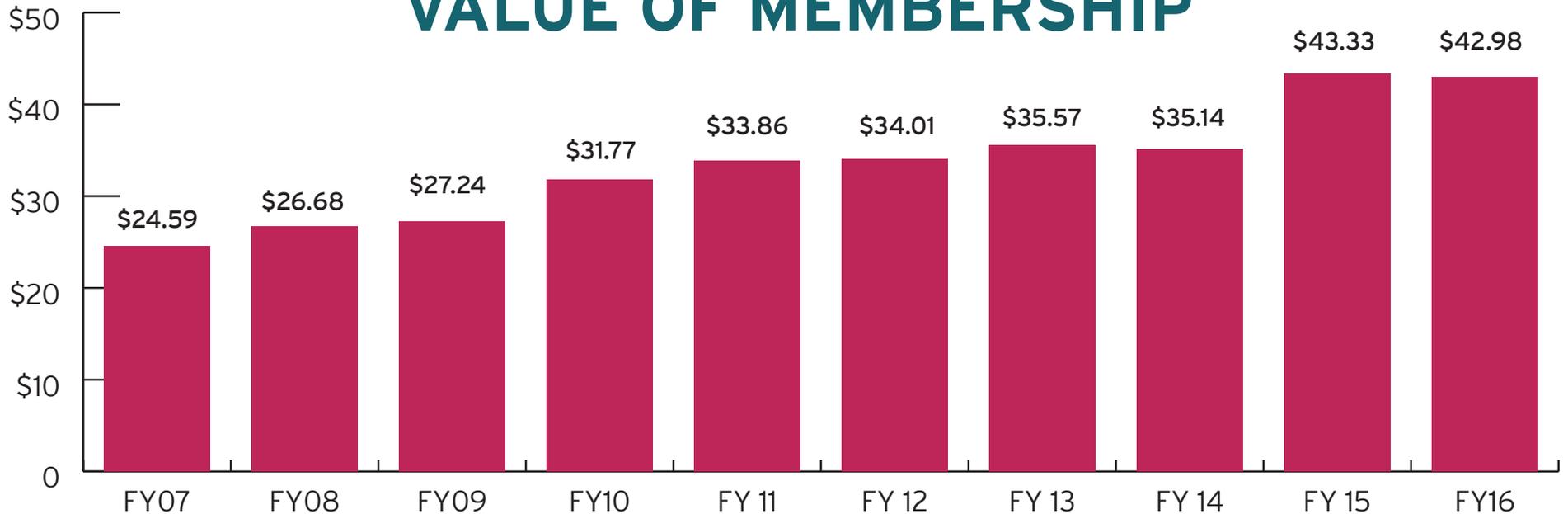
Renee Kennedy
Webcrafters, Inc.

We know health care can do more and cost less.

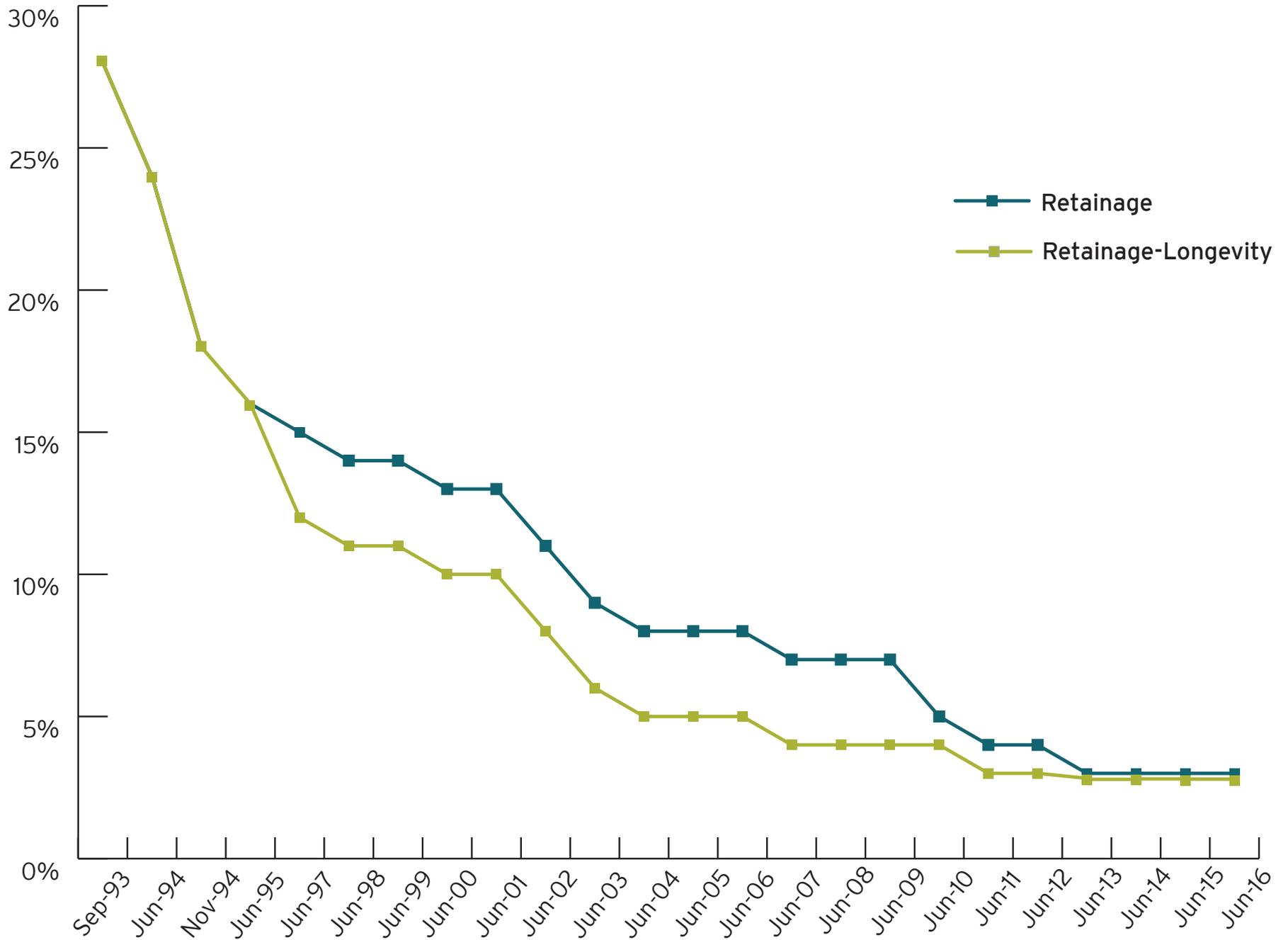
HEALTH CARE COST PER EMPLOYEE



VALUE OF MEMBERSHIP



RETAINAGE



AGGREGATE SAVINGS





**"Carriers are in the business
for making money, The
Alliance is in business for
providing good health care
services."**

**Vikki Brueggeman
Zimbrick**

We give health care a warranty.



The *QualityPath* program consists of over 30 employers representing more than 20,000 employees and family members. Many employers and employees are starting to see the benefits come from this program. Insights from the first year of *QualityPath* are listed below.

QualityPath introduced many concepts that are new to employer-sponsored health care:

- ✓ A fixed, bundled price
- ✓ A warranty that covers the cost of complications related to the procedure.
- ✓ Quality designation that requires specific doctors to quality to deliver care when working with specific hospitals.
- ✓ Shared decision-making that requires participating doctors and hospitals to educate employees and family members about the pros and cons of surgery- not just for *QualityPath* but for all patients.

100% OF PATIENTS AGREE

that if they need surgery again, they want support from the Patient Experience Manager (PEM) and would recommend the PEM and Guided CarePath tool offered through The Alliance.



LESSONS LEARNED/BEST PRACTICES

1. Communication is key to employees.
2. Additional incentives make a difference.
3. Once a patient establishes a relationship with a surgeon, it's difficult to get them to switch.



EMPLOYER SAVINGS

In its first year of operation the average savings for employers were:

\$12,000 for knee surgery

\$13,900 for hip surgery

Even greater for the four patients who chose not to have surgery



COMING SOON

In January 2017, the *QualityPath* program will be expanding to include CT/MRI scans. We have found that **one in 11 people** who get care through The Alliance network **has an outpatient CT or MRI each year**. This addition will help employers save a substantial amount while their employees also receive quality scans that come with a warranty.

**COMING
SOON!**



“The Alliance is a group of individuals that work their dead level best to provide to the members of The Alliance an ability to negotiate pricing and get the best deal while at the same time expand the network available to our employees to get the best service provided.”

**Mark Stevens
Maranatha Baptist University**

**We imagine what good health takes
and what it gives back.**

How to help your employees be better health care consumers

Engaging employees is vital to helping them understand how health care cost and quality impacts their health and their wallet. The Alliance has strengthened its educational materials and presentations to support your efforts.

The Alliance has built its latest efforts around helping employees and family members understand “How to Be a Better Health Care Consumer.” Our efforts were energized by the introduction of an updated and streamlined “Better Health Care Consumer” booklet in the spring of 2016.

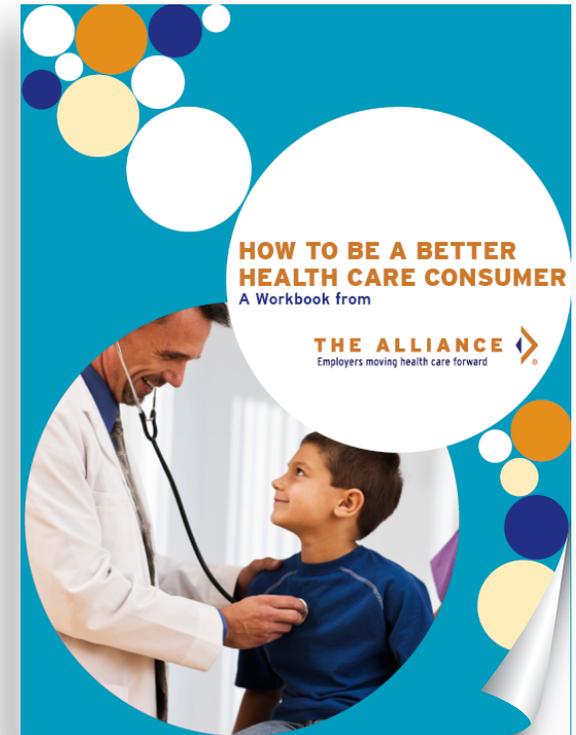
You are welcome to bring the booklet to your workplace with a 20-minute presentation on the same topic by Alliance staff. You can also obtain an electronic copy of the document to print or send to employees via email. An introductory email to a targeted group of employers in 2016 led to multiple employers giving copies of the booklet to their entire workforce!

The “How to Be a Better Health Care Consumer” theme is now being extended to a quarterly newsletter sent to registered users of Find a Doctor who give their permission for ongoing contact.

We also continue to share materials from other trusted sources to help consumers understand:

- How to find out what health care costs - and make choices that reduce out-of-pocket expenses.
- How to check the quality of care.
- Where to turn for answers about overuse, overdiagnosis and other issues.

A variety of resources are available because your workplace culture is as unique as your employees.



Everyone should have the right to learn about the cost and quality of care before they go to the doctor or hospital. The Alliance backs that belief with its QualityCounts® work to measure and publish information on quality; provide cost estimates; identify safer care; and reward improvements. Visit our website to [learn more](#).

Communicate with your employees

You can get flyers for your employees on topics such as:

- How to Be a Better Health Care Consumer
- How to Look for a Doctor
- How to Switch to a New Doctor
- Understanding Facility Fees
- Healthy Living Discounts Available to Members of The Alliance

You can offer free employee training sessions at your workplace on:

- How to Be a Better Health Care Consumer
- How to Use the Find a Doctor Website to Save Money and Find Quality Health Care

You can access information from ConsumerReports® Health and Choosing Wisely® on:

- Lower Back Pain
- Heart Stress Tests Before Surgery
- What to Reject When You're Expecting
- Avoiding Unnecessary Care
- Planning Ahead for Surgery
- Managing Your Medication

You can reinforce these efforts with:

- Posters
- Postcards
- Table Tents
- Newsletter Articles
- Emails
- Videos

Contact Marketing and Member Services at mms@the-alliance.org or 800.223.4139 to discuss how we can help you make your employees better health care consumers.

A man with short, light-colored hair, wearing a teal polo shirt and dark trousers, stands with his arms crossed in a factory. The background shows industrial machinery, yellow overhead lights, and other workers. In the foreground, there are rows of blue, curved metal parts on a conveyor belt.

“From day one, we have found that we could reduce our cost by selecting providers in our network. We have never had a gap in our coverage. ”

**Kevin Lamp
The Fall River Group**

We keep our eye on the future.

The Alliance Board of Directors

The Alliance board consists of representatives from member companies who provide their guidance and expertise in the way health care is purchased. They are all committed to making a difference in their employees' health by meeting on a monthly basis and working together to set the direction of The Alliance.

Board Members during calendar year 2016 included:



Janette Berry
MAHR-PHR
Benefits and Compensation
Manager
Miniature Precision Components
Walworth, Wis.



Annette Mikula
Human Resources Director
Rock County
Janesville, Wis.



Kyle Reading - Past Chair
President
Spuncast, Inc.
Watertown, Wis.



Mary Kay Brooks
General Manager, Corporate
Attorney & Owner
Brooks Tractor, Inc.
Sun Prairie, Wis.



Brad Olm - Board Chair
Vice President of Human
Resources
Gordon Flesch Company, Inc.
Madison, Wis.



Shirley Rief
Secretary - Treasurer
Crest Foods Company
Ashton, Ill.



Wendy Culver,
SPHR, SHRM-SCP - Vice Chair
Human Resources Director
Mead & Hunt
Middleton, Wis.



Jennifer Pagels
Director of Human Resources
Trek Bicycle Corporation
Waterloo, Wis.



Mark Stevens
Vice President for Business
Affairs
Maranatha Baptist University
Watertown, Wis.



Scott DeMario
Disability and Welfare Benefits
Manager
CUNA Mutual Group
Madison, Wis.



Larry Pribyl
Chief Financial Officer
Trachte Building Systems
Sun Prairie, Wis.



“For us there is no question that The Alliance has our best interest in mind and the interest of our employees.”

**Jennifer Pagels
Trek Bicycle Corporation**

We do what is right.

Company Contributions

The Alliance contributes to local charities that support individuals throughout our service area. Non-profit organizations that have received donations include:

- United Way of Dane County
- Community Shares of Wisconsin
- Second Harvest Food Bank
- Rock River Valley Pantry
- American Cancer Society
- Access Community Health Centers

Alliance Staff Commitments

The Alliance staff shares their expertise by volunteering with committees and organizations that relate to our mission of moving health care forward. These groups include:

- National Business Coalition on Health
- Wisconsin Population Health Institute
- Wisconsin Collaborative for Healthcare Quality
- WisconsinRx/National CooperativeRx
- Wisconsin Statewide Health Information Network (WISHIN)
- Wisconsin Health Information Organization (WHIO)
- Catholic Charities of Madison
- All Saints Neighborhood
- Wisconsin Initiative to Promote Healthy Lifestyles (WIPHL)



WHO WE ARE

We transform health care. We are we, not I or they. We are members. We are owners. **We are employers moving health care forward.** We see the opportunity in supporting one another. We learn from the past. **We keep our eye on the future.** We are adaptable. We are unstoppable. **We are progress.** We love what we do. We never miss a chance to express gratitude. We know quality matters. We do what is right. **We imagine what good health care takes. And what it gives back.** We invest in good health. We invest in our children. We believe in a better tomorrow. **We celebrate what good health brings to daily life.** We believe in the power of numbers. We care for community together. We operate on principle. We steward connection. **We know health care can do more and cost less.** We offer value. We remove barriers. We create opportunity. We believe people and doctors make better decisions, together. We give health care a warranty.

We are steadfast in optimism. **We are 240 employers working together.** We are one force. We are one vision. We are building a better world.

Now. Together.

We Are **A Cooperative.** We Are **The Alliance.**
Join us.