

The Alliance Fall Symposium & Annual Meeting

Marketing Handouts



Fall Symposium & Annual Meeting

2020 Agenda

9:30 - 9:35am

Welcome Remarks

Led by Cheryl DeMars, President & CEO of The Alliance

9:35 - 10:20am

Business Meeting

Led by

Paul Meyer COO, The Alliance
& Wendy Culver, The Alliance Board Chair

10:20 - 11:20am

RAND Corporations Hospital Price Transparency Project

Led by:

Cheryl DeMars, President & CEO of The Alliance
& Chris Whaley, Policy Researcher, RAND Corp

11:20 - 11:30am

Break

11:30 - 12:30pm

Driving High-Value Health Care at The Alliance

Led by:

Melina Kambitsi, Ph.D., SVP, Business Development & Strategic Marketing, The Alliance
& Kyle Monroe, VP of Network Development & Provider Relations, The Alliance

12:30 - 12:35pm

The Alliance 30-Year Anniversary Video

12:35 - 12:50pm

Health Transformation Award Winner Ceremony

12:50 - 12:55pm

Conclusion

Led by Cheryl DeMars, President & CEO of The Alliance

Keynote Speakers



Chris Whaley

Policy Researcher, RAND Corporation

Christopher Whaley is a Policy Researcher at the RAND Corporation and professor at the Pardee RAND Graduate School. His research focuses on using large-scale medical claims data to examine how information and financial incentives influence patient's choice of providers, how providers respond to changes in consumer incentives, and how employers and insurers can design insurance benefits to promote value.

His research has been published in a variety of clinical, health policy, and economics journals. He is the lead author of a JAMA paper that examines the effects of online price transparency information. This paper was a finalist for the 2015 National Institute for Health Care Management Foundation Annual Health Care Research Award. He also received the 2015 AHRQ Research Conference Director's Award for a paper published in JAMA Internal Medicine that examines the effect of reference pricing on consumer choice of providers for cancer screening services. Whaley received a B.A. in economics from the University of Chicago and a Ph.D. in health economics from the University of California, Berkeley.



Melina Kambitsi, Ph.D.

Senior Vice President, Business Development and Strategic Marketing, The Alliance

Dr. Melina Kambitsi joined The Alliance in 2017 and leads the team responsible for membership growth and retention of the cooperative. Dr. Kambitsi comes to The Alliance from Network Health in Milwaukee and Menasha, Wis. where she was chief sales and strategy officer. In this role, she was responsible for sales and underwriting, strategic planning, product development and risk-based contract analytics. Earlier she was senior vice president of sales at Blue Cross Blue Shield in Honolulu, Hawaii and the vice president of sales, marketing and product development at Blue Cross of Northeastern Pennsylvania.

Dr. Kambitsi received her bachelor's in international studies and her master's and doctorate degrees in economic geography at The Ohio State University.



Kyle L. Monroe

Vice President, Network Development and Provider Relations, The Alliance

Kyle Monroe joined The Alliance in 2017 as vice president of network development and provider relations. His responsibilities include creating and maintaining relationships with health systems, clinicians and other providers to support The Alliance's strategic goals of improving health care value and organizational growth. He also designs and adopts purchasing and reimbursement mechanisms to accelerate progress toward high value, safe care delivery.

Before moving to Madison, Kyle served on the Board of Directors for the Healthcare Financial Management Association-Kentucky Chapter. He also was on the advisory board for ValidCare, a company dedicated to developing and implementing mobile technology for patients and caregivers.

Kyle received his Masters of Business Administration in accounting and finance from the University Of Louisville College Of Business and his Bachelor of Arts degree from DePauw University in Greencastle, Ind.

Topics for Discussion



Overview of RAND Corporations Hospital Price Transparency Project:

Our health care system consumes vast economic resources without producing equivocal health benefits. Employers, as large purchasers of health benefits, have typically not played an active role in promoting the value of care – or agreed on a strategy for doing it – until now. The first step towards achieving improvements in price transparency is to create a baseline measurement of aggregate data. As our CEO likes to remind us, you can't manage what you can't measure.



Overview of 30-Years of High-Value Health Care at The Alliance:

What started small – with seven Madison-area employers wanting better health care prices – has evolved into 275+ employers throughout the Midwest driving real change in health care. We'll take a brief moment to look at the work we've done over the past year, then show you where we plan on taking health care next.

[Watch the video](#)

The Alliance 2020 Board of Directors

The Alliance elects Board members with a diverse set of skills and qualifications – from Marketing and HR, to Finance and Communications – to ensure each and every of our employer's needs are met. Further, we carefully seek out business and community leaders that are representative of the geographies and demographics in which The Alliance operates. The Alliance Board of Directors are elected by members of The Alliance and serve on a volunteer basis. Here are our current Board members:



Richard Campbell
Head of Human Resources
ABS Global
DeForest, WI
Term runs through 2019



Jake Nolin
Human Resources Director
Rice Lake Weighing Systems
Rice Lake, WI
Term runs through 2021



Diana Clark
Benefits Manager, Human Resources
Promega Corporation
Madison, WI
Term runs through 2019



Brad Olm
Vice President of Human Resources
Gordon Flesch Company, Inc.
Madison, WI
Term runs through 2021



Wendy Culver
Chief Human Resources Officer
Mead & Hunt
Middleton, WI
Term runs through 2021



Craig Parsons
President
Palmer Johnson Power Systems
Sun Prairie, WI
Term runs through 2020



Mick Gronewold
Owner
Fehr Graham
Rockford, IL
Term runs through 2019



Kyle Reading
President
Spuncast, Inc.
Watertown, WI
Term runs through 2019



Lisa Henke
Benefits Manager
Walworth County Human Resources
Elkhorn, WI
Term runs through 2019



Shirley Reif
Secretary-Treasurer
Crest Foods Co., Inc.
Ashton, IL
Term runs through 2021



Tena Hoag
CFO
Advanced Laser
Chippewa Falls, Wis.
Term runs through 2023

Employer Health Care Alliance Cooperative

Annual Meeting Minutes

September 26, 2019

CALL TO ORDER

Alliance Board Chair Larry Pribyl called the meeting to order at Monona Terrace Community and Convention Center in Madison, Wisconsin.

APPROVAL OF MINUTES

There was a motion to approve the minutes of the 2018 Annual Meeting. The motion was seconded and carried.

BOARD REMARKS AND ELECTION RESULTS

Mr. Pribyl welcomed the 21 companies that became members of the cooperative in FY19.

He then announced the results of the board election, which was conducted electronically prior to the meeting. The following candidates were elected by the membership:

- Richard Campbell, ABS Global
- Diana Clark, Promega Corporation
- Mick Gronewold, Fehr Graham
- Lisa Henke, County of Walworth
- Kyle Reading, Spuncast, Inc.
- Craig Parsons, Palmer Johnson Power Systems

Mr. Pribyl then thanked current and past board members for their service to the cooperative.

TREASURER'S REPORT

Paul Meyer, Board Treasurer and Chief Operating Officer, presented the financial results for the past fiscal year and noted that the balance sheet remains strong. Net proceeds after taxes for FY19 were \$417,867 with \$7,843,633 in revenue and operating expenses of \$7,525,188.

CEO'S REMARKS

Cheryl DeMars, President and CEO, remarked that several educational presentations would follow the business meeting, including:

- Effective Value-based Payment Strategies by Suzanne F. Delbanco, Ph.D., Catalyst for Payment Reform
- The Roadmap to High-Value Care by Cheryl DeMars
- Navigating Provider Network Innovation and Payment Reform by Kyle Monroe, The Alliance
- Data as the Compass for Customization and Transparency by Melina Kambitsi, Ph.D., The Alliance
- The Alliance Member Case Studies by Jeremy Ott, WPS, and Dan Ludwig, Brakebush Brothers

ADJOURNMENT

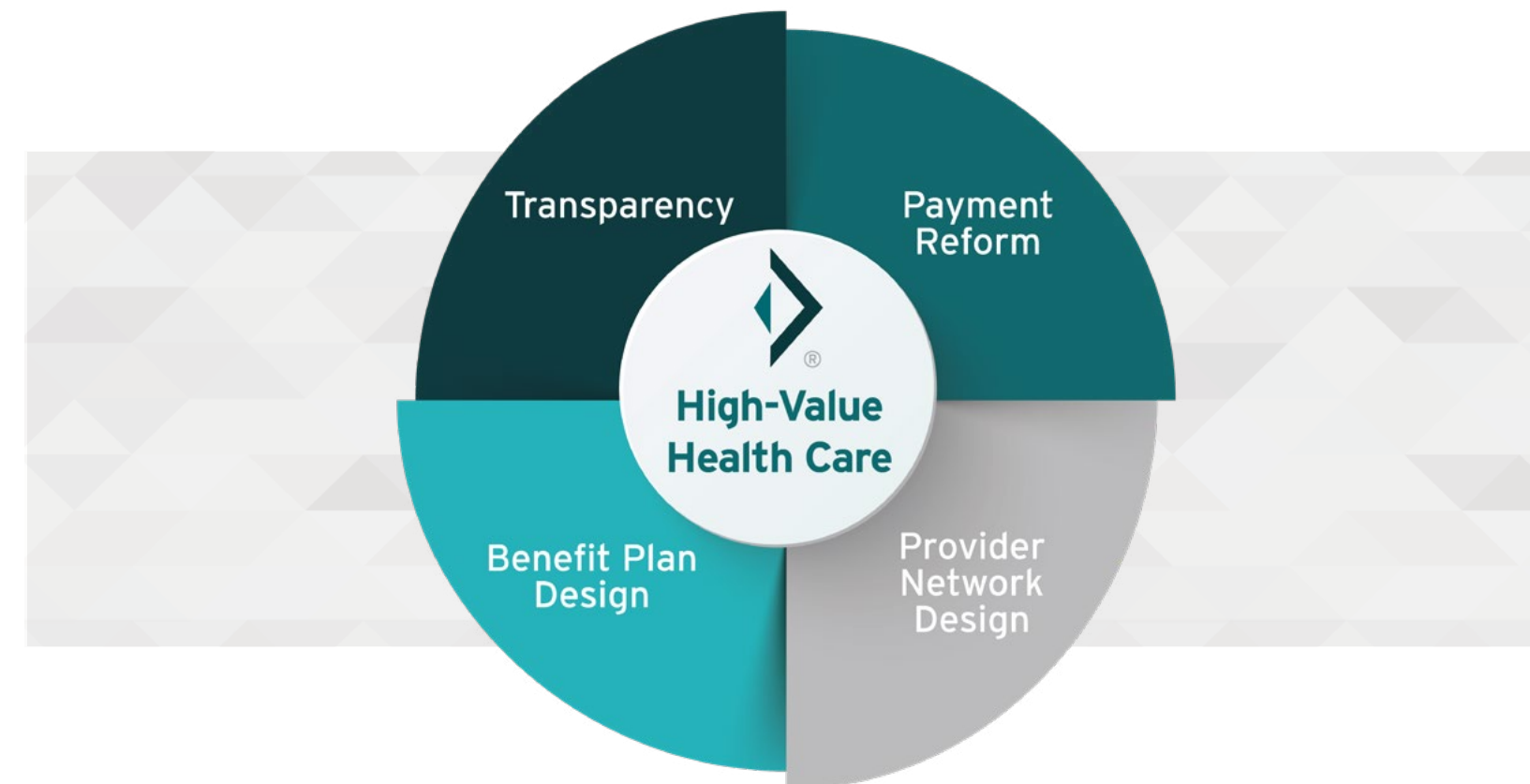
There being no other business, the meeting adjourned.

Prepared by Wendy Collins, Board Secretary

High-Value Health Care

The Alliance Four Core Drivers

High-Value Health Care happens when individuals have access to higher-quality care that costs less. By utilizing strategies such as: increasing the time patients spend with their primary care physicians, shifting provider payment methodologies to reward value over volume, and customizing employer benefit plans to guide employees towards high-value providers, The Alliance can help self-funding employers provide high-quality care for their employees while reducing their plan spend.



Transparency

The Alliance is working to provide accurate, easy-to-access information comparing cost and quality from different providers so providers can be chosen that deliver good results at lower prices.

Payment Reform

The way health care is paid for influences the behavior of clinicians and hospitals. That's why The Alliance is continuing to refine payment methodology to reward cost effective, high-quality care rather than volume of services.

Benefit Plan Design

Employers can add incentives to their benefit plans encouraging employee use of certain doctors and hospitals – not to limit employee choice but to choose those that deliver the best care at the lowest cost. As employers get involved, physicians get motivated to improve their value of care.

Provider Network Design

The Alliance contracts directly with providers on behalf of employers to ensure convenient access to care for employees while encouraging competition on price and quality. Our network is continually expanding based on the needs of current and prospective members, giving employees more high-value care options.

Message from our Sponsors

PHARMACY BENEFITS

ARE NOT A

GAME

IT'S A STRATEGY

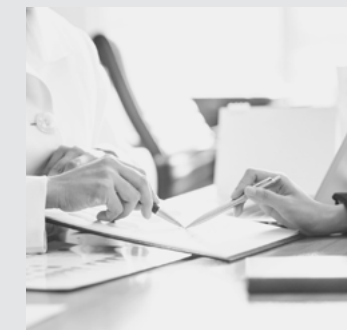


With a proactive approach we ensure that our members receive contracted discounts, obtain 100% of rebates and maximize overall value to participants and plan sponsors.



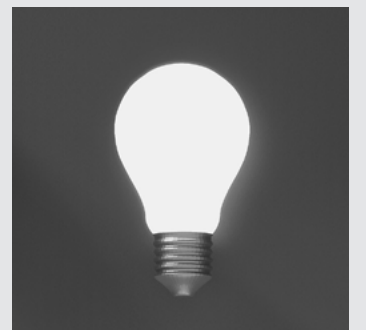
SERVICE

We provide responsive, timely, proactive, and personalized support to our members from day one.



EXPERTISE

Our clinical team is unsurpassed in their knowledge and dedication to helping members save.



INNOVATION

Our clinical programs are progressive. We stay in front of market changes and adapt swiftly.

Make the next move to true pharmacy benefit transparency.

Contact:

Todd Grams, Sales Manager

tgrams@nationalcooperativerx.com

608-852-4398

National Cooperative 



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Two benefits. Zero headaches.

We make offering dental and vision insurance hassle-free by providing you with a dedicated account manager and combined benefits administration. Give your employees better health with the coverage they deserve. Get two great plans from one name you trust. **Learn more at deltadentalwi.com.**



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