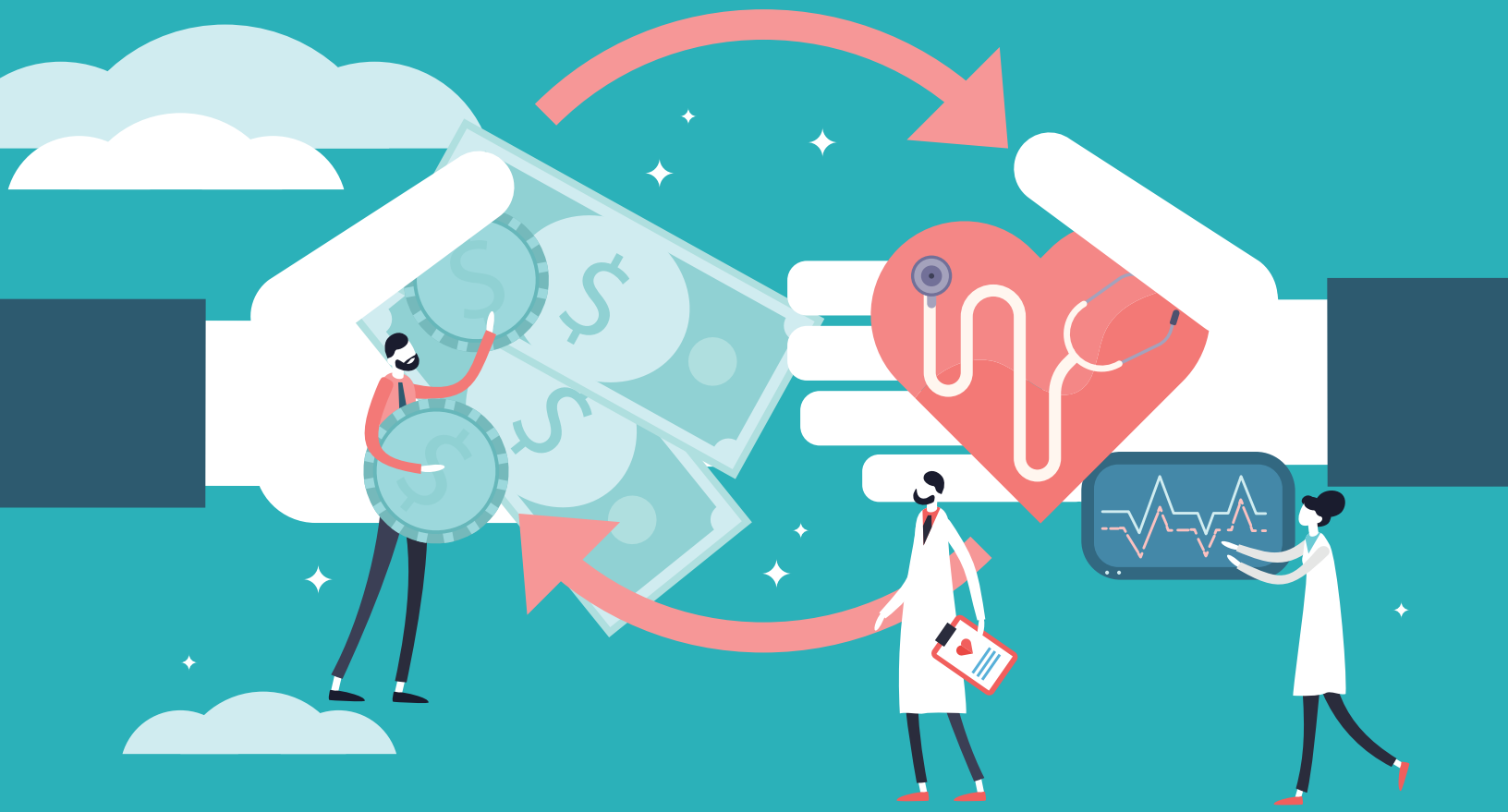

The Alliance
2021 Spring Symposium
VIRTUAL EVENT

2021 Spring Symposium Agenda

9:00 - 9:05am **Welcome & Opening Remarks**
Cheryl DeMars, President & CEO, The Alliance

9:05 - 10:05am **Keynote Address**
Dr. Marty Makary, Chief Surgical Oncologist, John Hopkins

10:05 - 10:35am **Consultant Panel Discussion: Use of Data by Employers**
Gerald (Jerry) W. Frye, CEO, The Benefits Services Group

Sarah Delaney, VP, Analytics Services, Marsh & McLennan

Sara Hames, Principal, NBS Advisors, LLC.

10:35 - 11:00am **RAND Project & Closing Remarks**
Cheryl DeMars, President & CEO, The Alliance

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Keynote Speaker

Dr. Marty Makary, Chief Surgical Oncologist at Johns Hopkins and New York Times best-selling author, will be discussing employee health benefits design, health care costs, and the creation and evaluation of health care innovations. This Keynote will connect and lead into data science for employers. Topics Dr. Makary covered in his book, The Price We Pay, that would be pertinent to this audience include:

- Self-insurers are willing to comparison shop, and steerage will benefit everyone.
- Financial hardship is not currently taken into consideration when it comes to health care, but it could be considered a complication and included as part of nation-wide quality metrics.
- Dr. Makary's book echoes the RAND study, showing no correlation between cost and quality and no correlation between high CMS payments and higher hospital costs to account for that care.

Marty Makary, MD
Johns Hopkins Surgeon and Professor of Public Health

As a leading voice for transparency in health care, Dr. Marty Makary is a professor at the Johns Hopkins Bloomberg School of Public Health, and has published over 250 scientific articles on the re-design of health care, medical innovation, and vulnerable populations. Dr. Makary has been elected to the National Academy of Medicine and was awarded the 2020 Business Book of the Year for *The Price We Pay*. He has written for The Wall Street Journal, The New York Times, and USA Today and is Editor-in-Chief of Medpage Today.

Clinically, Dr. Makary practices pancreas surgery and has pioneered novel operations at Johns Hopkins. He is the recipient of the Nobility in Science Award from the National Pancreas Foundation and has been a visiting professor at over 20 medical schools.

Dr. Makary was the lead author of the original publications on the surgery checklist and later served in leadership roles at the World Health Organization. Dr. Makary is the chairman of the African Mission Healthcare medical advisory board and leads several health care collaboratives. His current research focuses on the underlying causes of disease and relationship-based medicine.

Moderator

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.

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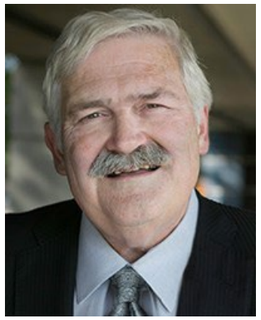
Consultant Panelists

Our three panelists will discuss how employers can leverage data to find solutions that bridge gaps in their health benefits strategy. This session will be moderated by Melina Kambitsi, Ph.D., SVP of Business Development & Strategic Marketing at The Alliance.



Gerald (Jerry) W. Frye,
President and CEO, The Benefit Services Group, Inc. (BSG®)

Widely regarded as an industry innovator and thought leader, Mr. Frye is President and CEO of The Benefit Services Group, Inc. (BSG®), an employee benefits consulting firm he co-founded in 1987, and BSG Analytics™ LLC (BSGA), a health care data analytics firm he founded in 2012. BSG and BSGA serve nationwide employers in a wide variety of industries and consult for health care systems across the country.

Mr. Frye has served for over 30 years in various roles in the insurance and employee benefits industry. He offers clients the unique insight and creative solutions necessary to overcome their most sophisticated problems. He has published HCTrends for nearly 20 years, which produces one of the premier Health Care Quality and Resource Efficiency Studies for Wisconsin health systems.

Mr. Frye has earned the professional designations of Chartered Life Underwriter (CLU), Chartered Financial Consultant (ChFC), Registered Health Underwriter (RHU), Registered Employee Benefits Consultant (REBC), Certified Employee Benefits Specialist (CEBS), Group Benefits Associate (GBA), Retirement Plans Associate (RPA), and Chartered Advisor for Senior Living (CASL). He also holds his insurance licenses for life, accident, and health.

Sarah Delaney
Vice President, Analytics Services, Marsh & McLennan

Sarah Delaney joined the Marsh & McLennan team after 10 years with carriers in both the property casualty and health insurance industries. Prior to Marsh & McLennan, she led the underwriting and analytics team for a provider owned health plan. With her comes knowledge in benefit design, underwriting, predictive modeling, reinsurance, and provider contracting to assist employers in all aspects of strategic planning, benefit and risk modeling and innovative solutions for their employee benefit needs. As Vice President of Analytical Services for Marsh & McLennan's Upper Midwest offices, Sarah leads a team of actuaries, underwriters, and data analysts focused on assisting employers in making data-driven decisions.

Sara Hames
Principal, NBS Advisors, LLC

Ms. Hames is a principal with NBS Advisors, LLC, and has more than 30 years' experience in employee benefits consulting. She concentrates on finding, vetting, and monitoring the innovative, non-traditional health care strategies, vendors, and disrupters that are emerging around the country in order to develop strategies and implementation techniques to benefit her clients. She has dedicated her practice to helping interested employers disrupt and transform traditional health care into sustainable delivery models.

Ms. Hames is a member of the International Society of Certified Employee Benefit Specialists (ISCEBS), the Greater Milwaukee Employee Benefits Council and the National Public Employers Labor Relations Association. She has been a featured speaker on employee benefits topics and trends at many conferences and has taught employee benefits classes at the University of Wisconsin–Green Bay, Marquette University, and the International Foundation of Employee Benefit Plans.

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RAND Overview

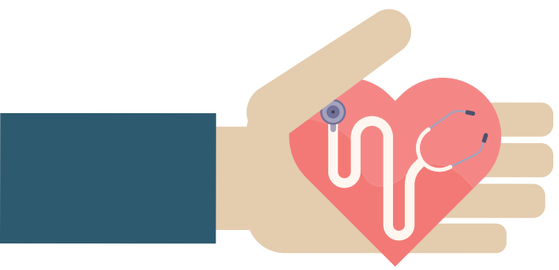
Cheryl DeMars, President & CEO of The Alliance, will discuss the results from the RAND Hospital Price Tranparency Project's third round and explain why employers can – and should – submit their data to the ongoing, employer-led initiative to measure and publicly report the prices paid by commercial payers for hospital care. The study is designed to provide hospital price transparency to the commercial market by identifying hospitals by name.

Cheryl DeMars
President & CEO of The Alliance

Cheryl DeMars joined The Alliance in 1992, assuming several roles before becoming CEO in December 2006. Cheryl works with the Board of Directors and senior leadership team to establish the strategic direction of the cooperative.

Cheryl participates in a number of national and regional initiatives that align with The Alliance's mission of controlling costs, improving quality and engaging individuals in their health. She serves on the Advisory Board of the Wisconsin Population Health Institute, the vice chair of the Wisconsin Health Information Organization (WHIO) and the board of the Wisconsin Collaborative for Healthcare Quality.

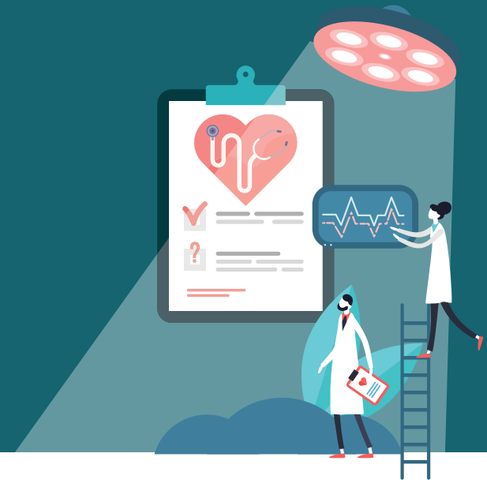
Prior to joining The Alliance, Cheryl was a program manager at Meriter Hospital in Madison. She earned a master's degree in social work from the University of Wisconsin-Madison.



Hospital Price Transparency

Study after study shows that Wisconsin and Illinois are continually near the top when it comes to health care prices. You can help change that by participating in RAND Corporation's Hospital Price Transparency Study, which aims to:

- Enable employers to be better-informed shoppers for health plans and provider networks
- Hold hospitals, hospital systems, and health plans accountable for the prices they have negotiated
- Report hospital prices relative to a Medicare benchmark

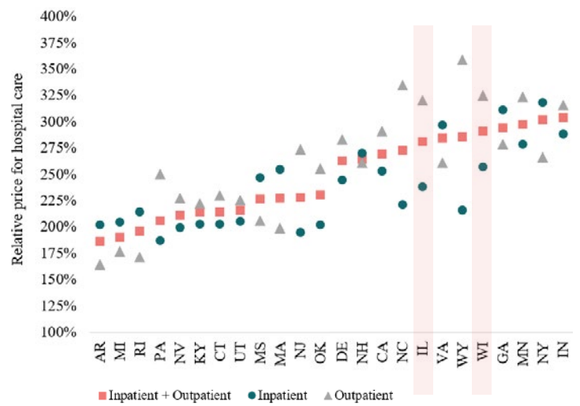


Health Care Prices are too High

The first graph below comes from RAND's prior study, and shows where Wisconsin and Illinois rank for both inpatient and outpatient costs, and then compares them to what Medicare would have paid for the same services. Employers from Wisconsin and Illinois **paid nearly 3 times** what Medicare would have paid for the exact same hospital services.

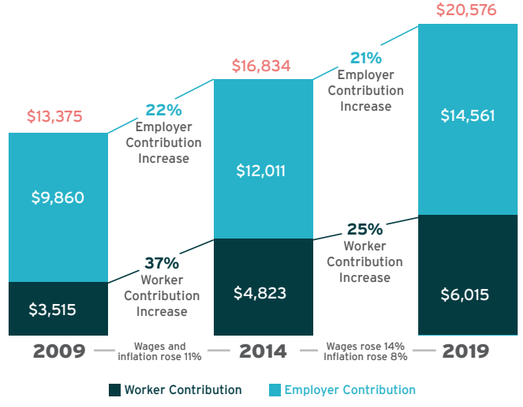
The 2nd graph demonstrates the toll high prices take on workers and their families. Premiums are significantly outpacing inflation, leading to higher contributions toward premiums for both employers and employees.

Inpatient/Outpatient Prices



Source: RAND 3.0 Hospital Price Transparency Study, September 2020
https://www.rand.org/pubs/research_reports/RR4394.html

Employers and Individuals Share the Burden



Source: KFF Employer Health Benefits Survey, 2019; Kaiser/HRET Survey of Employer Sponsored Health Benefits, 2009 and 2014.
http://files.kff.org/attachment/Summary-of-Findings-Employer-Health-Benefits-2019

Submit Your Data to Participate!

There is no fee to submit your data, however, paid participants also receive a personalized report showing:

- Actual allowed amounts, Medicare allowed amounts, and relative prices for hospital services
- Standardized prices paid by the employer vs. Medicare vs. private health plans for inpatient services
- Standardized prices paid by the employer vs. Medicare vs. private health plans for outpatient services
- Examples of potential savings

Enrollment Information:

Email study researcher
Brian Briscombe **(bbriscom@rand.org)**
by **May 28, 2021** and confirm which insurance carrier or data warehouse you utilize.

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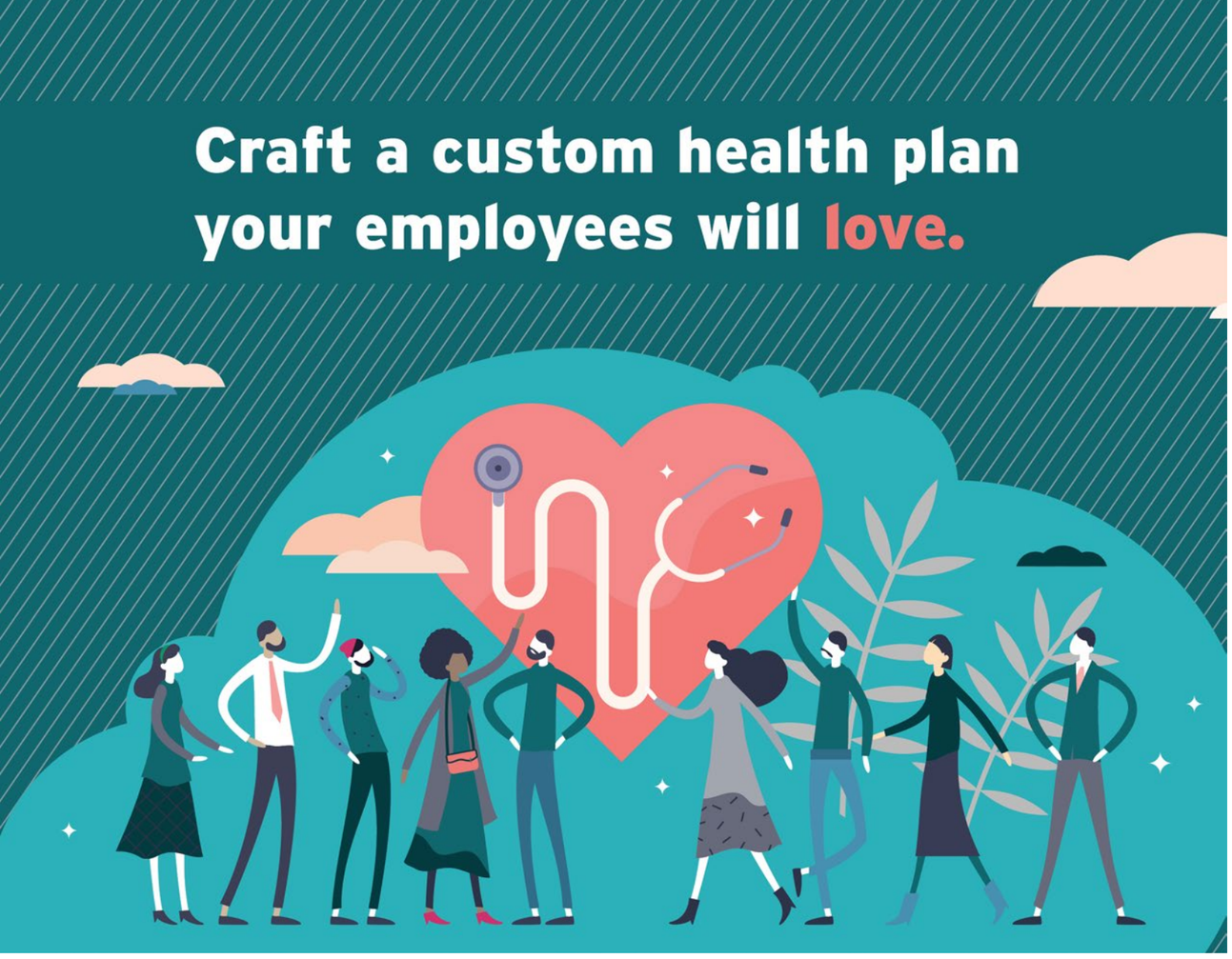

Smarter Networks℠. Serious Savings.

As our Smarter Networks grow, so do your savings. Here's our latest network highlights:

- More than 110 mental health providers (at 100% of Medicare) have been added to our Smarter Networks over the past year.
- Coulee Diagnostic Radiology was recently added to our Smarter Networks. Coulee is the lowest-cost provider for CTs and ultrasounds in the La Crosse region within a 75 mile radius.
- Our Premier Network, which was launched in 2020, has saved employers an additional 10% in total cost savings. (Cost-savings are dependent on the network's utilization and the types of services offered.)
- Oakleaf, one of our bundled services providers, now offers a total of eight bundled procedures. (What they refer to as episodes of care.)

Find serious savings at the-alliance.org

The Alliance
Self-Funding Smart®

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Upcoming Events

July 2021

Smarter Health℠ Webinar

- Full details and date to be decided

Sept 16, 2021

The Alliance Fall Symposium & Annual Meeting

- September 16th, 2021
- Monona Terrace Convention Center - Madison, WI

Health Transformation Awards 2021

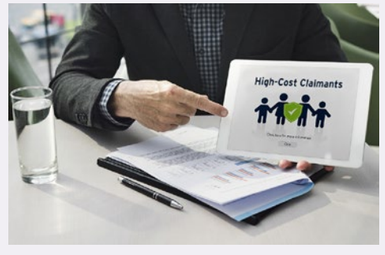
The Alliance is now accepting nominations for individuals or organizations who have demonstrated extraordinary commitment and/or achievement in transforming health care.

If you know of an employer, organization, or individual with an extraordinary accomplishment in the health care marketplace, please consider submitting a nomination here: the-alliance.org/hta-nomination

Recipients will be selected by The Alliance Board of Directors and the awards will be presented at The Alliance Fall Symposium & Annual Meeting in September 2021.

Recent Blogs

New Employee Benefits Trends In 2021 Shaped By COVID-19
Read more >



How Self-Funded Employers Can Mitigate Significant Losses
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Add Value To Pharmacy Benefit By Driving Out Waste
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Thank you for Attending our 2021 Spring Symposium!

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