



November 2020

The Alliance Monthly Newsletter

[Events](#) | [Member News](#) | [Blogs](#) | [Provider Updates](#) | [Announcements](#)



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Upcoming Webinar:
***Stopping the Spread of COVID-19 - Opportunities for
Employers to Lead***
Dec. 10, 2020 | 10:00am - 11:30am CST

The Alliance, Business Health Care Group (BHCG), and WEA Trust and Health Tradition Plan are hosting the University of Wisconsin-Madison Population Health Institute for a timely webinar.

Dr. Jon Meiman, Chief Medical Officer and State Epidemiologist for Environmental and Occupational Health, will discuss the crucial role employers play in helping to stop the spread of COVID-19. This educational event comes at a critical time as we are fast approaching the holiday season – where large family gatherings occur – and case numbers in Wisconsin are continuing to rise.

[Register Here](#)



Partner Webinar:
Rights & Responsibilities of Plan Sponsors as Fiduciaries
Dec. 10, 2020 | Noon - 1:00pm CST

The National Alliance of Healthcare Purchaser Coalitions invites you to learn about the rights & responsibilities of plan sponsors as fiduciaries when it comes to accessing your health plan's health data, price transparency, and exercising discretion to manage healthcare spend on behalf of plan beneficiaries.

[Register Here](#)

Member News

Employer Case Study: How Tena Hoag Saved Employees 50% on Primary Care Costs



How Advanced Laser's Tena Hoag

**Saved Her Employees
50% on Primary Care
Costs**

[Learn More](#)

The Alliance occasionally works with members and other stakeholders to put together case studies that share their experiences with self-funding. By sharing success stories from fellow employers, The Alliance hopes to offer guideposts employers can use to better control costs and improve the value they get from their health care dollar.

Learn how a small business in a small community spearheaded the creation of a shared-site clinic to provide huge savings for their employees while greatly increasing their access to high-value health care.

Merrill Steel Wins The 2020 National Alliance Employer/Purchaser Excellence Award



[Learn More](#)

Matt Ohrt, VP of HR and Health Services at Merrill Steel, accepted the award on his employer's behalf during the National Alliance of Healthcare Purchaser Coalitions' Nov. 9th Annual Forum.

The Employer/Purchaser Excellence Award was presented to the employer or purchaser who demonstrates leadership and innovation in advancing overall health and health care value through their approach to benefit programs and design, employee engagement, and support of coalitions efforts. Previous award recipients include Brakebush Brothers Inc., The Walt Disney Company, and Walmart. The Alliance nominated Merrill Steel for the award.

New Blogs



How to Save Your Employees 50% on Primary Care Costs

Tena Hoag [received a Health Transformation Award from The Alliance on October 1, 2020](#) for significantly improving her employees' access to high-value health care and transforming the way health care is delivered....



[Read more](#)



Health Policy Webinar
By The Alliance

Recap: Health Policy Webinar

The Alliance believes it's important for employers to stay up-to-date on health policy legislation – especially during an election year. And because health policy can be complicated, we invited experts...



[Read more](#)



2020 Fall Symposium & Annual Meeting Recap

The Alliance hosted their 30th Fall Symposium & Annual Meeting on Thursday, Oct. 1 as an online event. This article recaps the keynote speakers...



[Read more](#)

Provider Updates

The following new providers have been added to **The Alliance Networks**:

Ambulatory Surgery Center

Gold Coast Surgicenter - Chicago, IL

Orthopedic Surgery Center of the Fox Valley - Neenah, WI

Behavioral Health

Addiction Services and Pharmacotherapy - Madison, WI

Addiction Services and Pharmacotherapy - Milwaukee, WI

AJ Falkers Counseling & Consulting Services - Sparta, WI

ASAP-Behavioral Health - Milwaukee, WI

Creative Healing Arts & Counseling - Waukesha, WI

Illuminate Counseling - Madison, WI

Rothermel, Rachel, LMFT - Rockford, IL

Shelley Ramsey DeJongh - Cornell, WI

Chiropractic

Adjust Today Chiropractic - Saint Paul Park, MN

Clinic

Chippewa Valley Anesthesia Associates - Eau Claire, WI

Coulee Diagnostic Radiology - West Salem, WI

Integrative Medical of Rockford - Rockford, IL

Vision

Herman Advanced Family Eyecare - Bloomer, WI

Herman Advanced Family Eyecare - Chetek, WI

Hospitals

Marshfield Medical Center - Park Falls, WI

Announcements

Employees of The Alliance prepared and executed a series of virtual fundraising events that included a pledging campaign, Fall market sale, and silent auction. In total, they raised \$24,985 for Community Shares and United Way. The Alliance considers its employees' fundraising efforts a huge success due to all "events" being held remotely. We thank our employers for giving back to the community during this extremely difficult time and continue to be impressed by their generosity!

How Are We Doing?

Answer one question to let us know!

How likely is it that you would recommend The Alliance to a friend or colleague?

Highly Unlikely

Highly Likely

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