



October 2020

# The Alliance Monthly Newsletter

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## The Alliance Fall Symposium & Annual Meeting A VIRTUAL EVENT



VIDEO & PRESENTATIONS  
NOW AVAILABLE

A huge thank you to everyone who attended our biggest event of the year! We shared some exciting new initiatives – like our [Premier Network](#) and [Reference-Based Contracting by The Alliance](#) – covered actionable steps employers can take using [RAND Corporation's Hospital Price Transparency Study](#), and unveiled our [Health Transformation Award winners](#).

If you weren't able to attend or simply want to watch it again (we know – we covered a lot,) you can re-watch the Symposium in full, view the presentation slides, and download the marketing handouts [by visiting our Events page](#).

And in honor of our 30<sup>th</sup> Anniversary, [view this video](#) to hear from our current and former employers, partners, and us about where we've been and where we're headed.

[View Event Page](#)

## Partner Webinar: Hot Topics in Benefits Law

Wednesday, Nov. 18, 2020 | 9:00am-10:30am

In these unprecedented times, it's more critical than ever to stay on top of legislative changes and regulations that affect benefits – not to mention the implications for health care after the 2020 general election results. This virtual program hosted by the Business Health Care Group will provide insights into:

- COVID-19 COBRA elections and other changes
- New transparency and wellness regulations
- Legislation in Congress: COBRA subsidies and "surprise" billing
- Litigation update: ACA gone? ERISA preemption weakened? Gender reassignment coverage mandated? COBRA notices tweaked?
- Election results: What it means for health care legislation

[Register Here](#)

## Resources



### High-Value Preventative Care – Focus on Immunizations

As the country is navigating a multitude of highly troubling issues caused by COVID-19, employers must act now to avoid a “twindemic” – or a second wave of the virus coinciding with flu season. This action plan helps employers plan communications and events geared toward employees and their

[View the PDF](#)

families focusing on prevention—including the flu shot—and re-engaging with primary care.



[Learn More](#)

## Act on the Facts – Flu Immunizations

Every year, 30 million people become sick with influenza (the flu) and nearly half require a health care appointment. Although vaccination against the flu remains the most effective way to protect people from contracting the virus, only about half of U.S. adults receive it each year.

As the country battles the COVID-19 pandemic, the importance of flu vaccinations have increased dramatically. This fact-sheet provides an overview of the flu and suggests steps an employer can take to control its spread and promote vaccination.

## Health Transformation Awards

### Health Transformation Awards Recap

Four [Health Transformation Awards](#) were given to individuals or organizations that have made significant contributions to transforming health care in their community using [one or more of The Alliance's four core drivers](#).

Click to watch our winners accept their awards:



- [Wisconsin Health Information Organization \(WHIO\)](#)
- [Traci Rothenburger, Clinic Manager at Nordic PrivateCare, Baraboo, WI](#)
- [Matt Ohrt, VP of HR and Medical Services at Merrill Steel, Schofield, WI](#)
- [Tena Hoag, CFO at Advanced Laser, Chippewa Falls, WI](#)

### Learn More



In the coming months we'll be sharing case studies and blog articles about each winner that showcases their accomplishments and provides employers with a blueprint on how to achieve the same success, so stay tuned!

## New Blogs



### **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](#)



### What RAND Corporation's Hospital Price Transparency Project (RAND 3.0) Means for Employers

On Sept. 18, RAND Corporation and the Employers' Forum of Indiana released the National Hospital Price Transparency Study (RAND 3.0), which aims to help employers understand the costs...



[Read more](#)



### Direct Primary Care Webinar: Shared-Site Clinics with The Alliance & Proactive MD Recap

In our third and final Direct Primary Care webinar installment, our own Melina Kambitsi, PhD., hosted Proactive MD's executive vice president of direct care services, Justin Leigh, to discuss what makes...



[Read more](#)

## Provider Updates

The following new providers have been added to The Alliance Network:

### **Behavioral Health**

- ACE Mentality Health Team - Madison, WI
- Blackbird Psychotherapy - Beloit, WI
- Brooke Martin Counseling - Dubuque, IA
- Calming Journeys Counseling - Wisconsin Dells, WI
- Catrelle, Kara S LCSW - Asheville, NS
- Catrelle, Kara S LCSW - Milwaukee, WI
- Grounded Living Ecotherapy Services - Dresser, WI
- Mindcolor Autism - Franklin, WI
- Mindcolor Autism - Madison, WI
- New Day Counseling - Richland Center, WI
- Phoenix Behavioral Health Services - Green Bay, WI
- Phoenix Behavioral Health Services - Two Rivers, WI
- Psychiatric Associates of Rockford - Rockford, IL

The Center for Resilience and Healing - Independence, WI

**Chiropractic**

Hobart Family Chiropractic - Oneida, WI

Midwest Chiropractic Neurology - Chippewa Falls, WI

**Clinic**

Baxamusa, Rahil, DPM - Crystal Lake, IL

Hewell, Todd S., III, MD - Saint Charles, IL

New Morning Midwifery - Milwaukee, WI

Zenith Healthcare - Kenosha, WI

Zenith Healthcare - Milwaukee, WI

**Home Health/DME**

Advanced Medical Supply - Madison, WI

**Skilled Nursing Facility**

Bedrock Health Care Center - multiple WI locations

**Vision**

Independent Vision Group - multiple WI locations

Revision Eye Care - Wisconsin Rapids, WI

**Hospitals**

Aspirus Divine Savior Hospital - Portage, WI

## 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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