



Pittsburgh
Business Group
ON HEALTH

Summer 2019 Newsletter

Happy Summer

It's been said that you reap what you sow. Well, it's been a busy first part of the year for PBGH as the organization plants the seeds to continue growing its mission for employers, employees and communities right here in southwestern Pennsylvania. As we work to help employers understand their role in the health care ecosystem, we are focused on improving the delivery of health care, enhancing cost transparency and driving innovation to improve outcomes.

Our year got a head of steam in February when we hosted the year's first event, the Annual Trends Forum. Some highlights included Paul Mango, chief of staff and chief principal deputy administrator for the Centers for Medicare and Medicaid Services, who walked attendees through the CMS strategy to improve health care and demonstrated how employers can leverage it. John Miller, executive director, Mid-Atlantic Business Group on Health, showed employers the latest trends and tools designed to navigate how to improve prescription benefit management programs, and Tammy Fennessy, senior manager of benefits at American Eagle Outfitters and Chad Cruze, vice president, Benefitfocus, discussed the challenges of engaging a millennial workforce.

Recently, we had the pleasure of hosting the National Alliance for Healthcare Purchaser Organization's annual summit right here in our hometown. Needless to say, Pittsburgh impressed coalition leaders from states across the country and other health care leaders.

While all of this was happening, PA Attorney General Josh Shapiro was working both within the courts and alongside UPMC and Highmark to strike a new 10-year agreement between the health care giants to allow continued access to high-quality care for families across the region.

The PBGH membership should be proud of its consistent voice over the past five years to help influence the future of health care in our region. Thanks to all of you, PBGH helped safeguard a thriving health care future for thousands.

As a new health care day dawns, PBGH will continue working with insurers, hospitals and others to ensure our region is a world-class health care destination and a leading example to the rest of the country for well-being.



Sincerely,

Jessica Brooks

Jessica Brooks
CEO & Executive Director
Pittsburgh Business Group
on Health

PBGH Participates in Regional Leapfrog Rollout

The Pittsburgh Business Group on Health is embarking on an initiative with the Leapfrog Group, a national nonprofit watchdog organization that rates hospitals on how well they protect patients from errors and infections, as well as the effectiveness of procedures and other care they provide. The leading hospitals are officially recognized at Leapfrog's Annual Top Hospitals Ceremony in Washington, D.C.



Founded in 2000 by large employers and other purchasers, the organization's flagship Leapfrog Hospital Survey collects and transparently reports hospital performance, empowering purchasers to find the highest-value care and giving consumers information they need to make informed decisions.

Leapfrog's other main initiative, The Leapfrog Hospital Safety Grade, assigns letter grades to hospitals based on their record of patient safety, helping consumers protect themselves and their families from errors, injuries, accidents and infections.

Stay tuned for updates on the PBGH-Leapfrog initiative.

Meet Malcolm!

PBGH is proud to announce the addition of Malcolm Nowlin to the staff. Many of you have already met Malcolm, who is serving as the market relations director for the organization.

In this role, he works to expand the market's awareness of PBGH, as well as helps with partner organizations across the region that align with the PBGH mission of promoting and advancing the quality, access and cost of health care. He also leads initiatives aimed at educating the C-suite about the impact of health care on their companies.

Malcolm lives in Penn Hills with his four kids and wife, Wanda.

Please join us in welcoming Malcolm to the team. He can be reached at malcolm.nowlin@pbghpa.org or at 412-956-9144.





PBGH Ushers in Small- and Mid-size Business Solutions

Over the coming months, the Pittsburgh Business Group on Health will begin to rollout a number of solutions for small- to mid-sized business with the goal of helping them maximize their investment in their fully-insured health care plans.

The Pittsburgh Business Group on Health is the region's only non-profit coalition comprised of businesses of varying sizes committed to advancing change in health care, including reduced costs, improved access to care and enhanced quality. PBGH is focused on helping our region thrive by improving the health care ecosystem for employers, families and communities they serve.



PBGH STAR

Pittsburgh Business Group on Health employer-members can receive the benefits of a class-leading, self-insured health fund: PBGH STAR – giving employers the ability to control their claim costs, learn and apply best practice strategies, leverage flexible payment options and take advantage of the benefits of a healthier workforce.

Employers work with other like-minded organizations to spread the insurance cost risk and reap the awards of a well-managed fund.



Rx Solutions

PHARMACY BENEFITS

Pharmacy benefits for small businesses are being revolutionized by helping employers and plan members save money by obtaining quality, cost-efficient prescriptions through the best channel, which is then supported by specialized teams to drive clinical solutions via intervention and monitoring.

This helps preserve benefit dollars by ensuring the lowest net cost coupled with improved employee health.



Right Rx

THE RIGHTRX PROGRAM

PBGH RightRx engages physicians and members directly to ensure the best possible drug therapies are chosen based on their clinical effectiveness and overall cost to patients and the plan. The program provides an unbiased source of information for physicians and a guaranteed cost savings through an automated care management system that assesses prescriptions and identifies appropriate lower cost alternatives.

Learn more about the suite of small business solutions provided by the Pittsburgh Business Group on Health. Call Chad Fisher at 740-381-0219.

Welcome New Members!

Welcome to our new members. We appreciate you being a part of the effort to improve health care. Check out their websites for more information.



Employer-Member Spotlight: USS Family Support & Diversity Benefits



United States Steel Corp., a PBGH employer-member recently expanded its paid leave benefits for about 3,200 nonunion employees and rolled out a bevy of new benefits, such as gender reassignment surgery coverage and adoption assistance.

The new benefits package also includes, but is not limited to:

- Additional eight weeks of paid leave for new fathers or adoptive parents
- Expands the amount of paid leave for birth mothers to between 14 and 16 weeks
- Coverage for infertility treatments
- Matched contribution to dependent care spending accounts
- Longer bereavement leave
- Domestic partner coverage
- Reimbursement of some adoption expenses
- Vacation purchase program
- Dependent care FSA match

In a recent newspaper article, company representatives indicated the company is working to reinvest in its workforce like it does when it reinvests in its steel-making facilities. The company's decision to overhaul its work-life benefits came from a shift in thinking about investing in its workforce, reducing attrition and attracting new workers as its business started growing again.

Look for more employers to help bend the talent curve by revisiting their work-life benefits packages to appeal to a crowded workforce looking for the best balance for their families. To learn more about how PBGH initiatives can help employers deal with this shifting landscape, **visit pbghpa.org**.

Upcoming Events



2019 PBGH Health Care and Benefits Symposium
Thursday, September 12, 2019
Wyndham Grand Hotel



Symposium Sponsorships Available

Sponsorships are available for the 2019 Health Care & Benefits Symposium, Thursday, Sept. 12, 2019 at the Wyndham in downtown Pittsburgh. This new location gives us more room for sponsors, so email Christina Bell at christina.bell@pbghpa.org for more information about how to take advantage of PBGH's numerous opportunities to reach health care, HR and benefits professionals.



PBGH Employer Members Recognized with Workplace Wellness Awards

Congratulations to PBGH employer-members who were recently recognized by the Pittsburgh Business Times with Workplace Champions Wellness Awards, including:

- **Carrie Rust**, Human Resources Director, Ellwood Group, Inc.
- **Eleni Valliant**, Benefits Consultant, PNC Financial Services Group, Inc.
- **John Kozar**, Assistant Vice Chancellor, University of Pittsburgh
- **Keith Young**, Senior Vice President of Human Resources and **Lisa Hess**, Manager of Compensation, Benefits and HRIS, TeleTracking Technologies

PBGH CEO and Executive Director, Jessica Brooks, served as a judge for the 2019 Workplace Wellness Champions Awards, which were held May 23rd in Pittsburgh.

2019 Health Care Executive Leadership Forum

During the recent 17th Annual Health Care Executive Leadership Forum, representatives from health plans, providers and employers provided more than 250 attendees with critical insight about the dynamic changes in health care delivery, quality and cost in our region.

Providers, for example, talked about the fact that pricing transparency is made more challenging because of the lack of education among clinicians. Employers, including US Steel and Triad Metals, discussed the robust benefit changes their organizations are making to outstretch the competition for recruiting and retention.

Aetna, Cigna, Highmark, and UnitedHealthcare shared their perspective about the changes needed in the health care system from the provider's perspective, including the notion that personalization and engagement are important for the health insurers to add value to employers' investment. And, in today's environment, streamlining the digital experience as part of that value is key.

The Forum also featured a discussion on Promising Partnerships, including a presentation from Highmark and Sharecare about the development of their digital platform to personalize the user experience. A presentation from Aetna and CVS shared their how they are working to create a new "front door" to health care through CVS' Health Hubs and Minute Clinics.



PBGH Sponsors Pittsburgh Business Show

PBGH recently exhibited at the 2019 Pittsburgh Business Show to help introduce new health care savings tools and solutions for small and medium-size businesses. CEO & Executive Director, Jessica Brooks, participated as a panelist for the event and PBGH emerged as one of the leading exhibitors and sponsors.

Inaugural Innovation Summit Hits the Mark; Naturally Slim Wins the Day



The inaugural 2019 PBGH Innovations Summit featured new, interesting and solutions-based products and services that help empower employers to drive the economic vitality of their companies, our region, and our communities. A half-dozen companies were chosen to present their solutions in a shark tank-like setting.

A panel of judges comprised of employers and industry selected Naturally Slim as the overall winner of the Innovation Summit. Naturally Slim is a common-sense digital counseling program that teaches participants simple skills to change when and how they eat, instead of what they eat. The People's Choice Award went to HealthTap, a technology company delivering a suite of connected health apps.

Former FDA Commissioner Gottlieb to Serve as 2019 Symposium Keynote Speaker



Former FDA Commissioner, Dr. Scott Gottlieb, will be the keynote speaker at 2019 Health Care & Benefits Symposium, Thursday, Sept. 12, at the Wyndham downtown.

Advancements in science by innovative pharmaceutical manufacturers coupled with new policy developments in Washington have given us the ability to cure once intractable diseases. As this new promise dawns, lasting implications on the ability to innovate and benefit from the emergence of new technologies remain unclear. Gottlieb will discuss shifts in prescription drugs, innovation, policy and payment models. **Reserve your spot now for the Symposium at pbghsymposium.com.**

PBGH Wins Health Value Award at World Health Care Congress

In April, PBGH was recognized as one of the nation's leading business coalitions and received the Health Value Award at the World Health Care Congress in Washington, D.C. Validation Institute, an independent, objective, 3rd party organization focused on changing healthcare hosts the award ceremony.

PBGH received the award for its RightRx program, which engages physicians and members directly to ensure the best possible drug therapies are chosen based on their clinical effectiveness and overall cost to patients and the plan. The program is an unbiased source of information for physicians and provides a guaranteed 1:1 ROI for employers (e.g., 5%-10% cost savings) through an automated care management system that assesses prescriptions and identifies appropriate lower cost alternatives.

CEO & Executive Director, Jessica Brooks, and Director of Programs, Christina Bell, accepted the award.



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ON HEALTH

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HealthHUB® Concept Stores



At CVS Health, we continue to evolve our model to transform health care and the consumer experience. One of the foundational pieces of this goal is HealthHUB, a new community-based store concept focused on helping customers get well — and stay well — by offering a broader range of health care services, wellness products, and personalized care with the ease of walking into a local CVS Pharmacy®.

HealthHUB locations at CVS Pharmacy stores will be the testing ground for new service offerings and help us identify the solutions that are the most effective and scalable, and roll them out more broadly.

Advanced Pharmacy Services

Pharmacists will provide personalized care and support for patients with chronic conditions.

- Personalized education and counseling to better manage chronic conditions
- Diabetes support and services
- Blood pressure screening and management
- Smoking cessation

New Health Services

We will offer new services to help support better health outcomes and lower medical costs.

- Expanded MinuteClinic® services
- Nutritional services from licensed dietitians
- Community spaces for wellness events and benefits fairs
- On-demand health kiosks to monitor blood pressure, weight, and body mass index



HealthHUB will provide an entirely new consumer experience and help people on the path to better health!

A woman in a purple long-sleeve top, black leggings, and white headphones is running through a grassy field. A brown and white dog is running alongside her. The background consists of trees with some autumn-colored leaves under a clear blue sky.

Boundless

Aetna is proud to support PBGH.



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