

CONTACT US

✉ info@pbghpa.org

🌐 www.pbghpa.org

📞 724.266.0383

📍 P.O. Box 208
Ambridge, PA 15003



Pittsburgh
Business Group
on Health

2021 ANNUAL REPORT

Visit pbghpa.org

A letter from your CEO and President

The Pittsburgh Business Group on Health (PBGH) serves as the leading voice of healthcare for the employer community – helping companies and organizations reshape, renew and improve the way employees and families access and receive care. Nearly 100 PBGH employer-members work side-by-side to share their time, talent and treasure to fix a fundamentally flawed healthcare system.

It's unconscionable that in America, medical errors remain the third-leading cause of death for hospital admissions, and the care some of our neighbors don't receive, is harmful to all of us living in the region. In fact, more than 700,000 people have died in America over the past year have died disproportionately within communities of color. This is because, in large part, black communities lack clinically competent professionals and clinicians.

We must do better so we can be better. So we did. Over the past two years, we have been pleased to partner with the Highmark Foundation and, with their support, we were able to launch and sustain a free, public health equity series so individuals, families and communities could learn about how to overcome maternal health disparities.

While there were so many positive stories about healthcare these past months – from easing of pandemic restrictions because of the accelerated pathway of safe and efficient vaccines – to the further adoption and use of telemedicine – the COVID-19 pandemic significantly quickened the pace of change in healthcare.

Employers, however, remain interested in innovative, disruptive solutions to help control costs and drive healthier workforce adoption, particularly with home-based care being a prime area as employers and employees adapt to a new, hybrid workplace. Payors are also interested in ensuring employees have access to mental health care. According to the Teachers Insurance and Annuity Association (TIAA), nearly 60 percent of American adults experienced financial stress during the pandemic – a direct precursor to



depression and a decay in mental health.

In late 2021, PBGH employer-members gathered around the collective idea of, "Stewardship." While 2020 focused the organization's efforts on crucial diversity and equity strategies, mental health, pandemic response and maternal care, 2021's stewardship emphasis helped empower employers to own their part in augmenting and advancing progress in these areas.

As 2021 ended, PBGH delivered more than \$25 million in employer-member savings – led by our prescription drug benefit programs in partnership with CVS Rx program, RightRx and PillarRx.



Our good works could not be done without the commitment of the PBGH staff – all dedicated to doing what's right at the right times for the good of all of us. Thank you, team!

Lastly, I am grateful for the continued support of the CEO Support Committee: Tammy Fennessy, Tammy Wolf, Christine Kealey and Ann Gargis.

Sincerely,

Jessica Brooks

Jessica Brooks
CEO & President
Pittsburgh Business Group on Health

Education Leads Year with Inspiration and Focus

Education & Programming
Christina Bell, Vice President, Strategic Initiatives

During 2021, PBGH employer-members continued to navigate the choppy waters associated with ongoing Covid-19 headwinds, while maintaining their commitment to ensuring their employees had proper access to healthcare services all while assessing how to best support ongoing remote and hybrid workspace dynamics.

Throughout the year, however, all PBGH members enjoyed a wide range of virtual educational and collaborative opportunities.

In February, we launched our virtual education efforts with a CCS/LivingConnected Diabetes Management Webinar, providing PBGH members with an education of diabetes as a disease state and an opportunity to manage the cost for their employee population. We followed up in March with the first of series of Webinars to help educate employers about the impact of our Group Purchasing Solutions. And, armed with the experience of successful virtual events, PBGH launched into a busy spring with webinars focused obesity, vaccine updates, back-to-work strategies, diabetes management and dental care.

In the spring, we also launched the first of a series of free, public webinars as part of our Health Equity Series – sponsored by the Highmark Foundation. The Series was created to shine a light on the healthcare disparities experienced by black women, particularly pregnant women and new moms. The Series focused on a variety of crucial discussions for women, their families and civic leaders – aiming to upend the conventional wisdom around anxiety, mental health, cultural risks and other influences on the health of both women and newborns across at-risk communities.

Always looking out for the shifting sands associated with state and federal legislation, PBGH hosted an expert panel of presenters who reviewed the latest legislative and regulatory changes, which directly impact how employers purchase, access and manage healthcare.



Breaking Mental Health Barriers in Communities of Color
February 24, 2022 • 5 p.m. – 7 p.m.
Part of the Health Equity Series

Keynote Speaker
Dr. Jada Carter-Parris, FACOG, founder and president, National Birth Equity Collaborative

Moderator
Gloria Barnett Fetterman, founder, Freeborn 1804, co-founder of 412 Good Rescue, co-founder of For Good Race

Supported by
Pittsburgh Business Group on Health
HIGHMARK FOUNDATION

Montia D. Brock, LPC, NCC, WBC, CD
DONNA, LLC owner & founder, Mind Breast & Nipple

Dr. Scott Cook, medical director, Recovery Centers of America

Dr. Margaret Larkins-Pettigrew, Senior Vice President/Chief Clinical Equity & Diversity Officer, Allegheny Health Network/Highmark, Professor and Author

Emergence of NexGen Maternal Health Advocacy
April 14, 2022 • 5 p.m. – 7 p.m.
Part of the Health Equity Series

Keynote Speaker
Wanda Irving, Co-Founder/President, Dr. Shapiro's Maternal Action Project

Featured Speaker
Sara Lewis, Pennsylvania Congressional Candidate, attorney, activist

Moderator
Katherine Worsam, Co-Founder & CEO, Health in Her HUE

Supported by
Pittsburgh Business Group on Health
HIGHMARK FOUNDATION

Ivelisse Andino, founder & CEO, Radical Health

Kimberly Seals Allen, founder, HTH

The Power of Community in Improving Maternal Health
June 16, 2022 • 5 p.m. – 7 p.m.
Part of the Health Equity Series

Keynote Speakers
Danielle Smith Luby, MD, PhD, Medical Director of OB Operations at West Penn, President (WPH), ANA Women's Institute Diversity, Equity, and Inclusion Officer

Panel Discussion
Moderator
Regina Owens Tellez, MPH, Co-Founder, The Through Black Breastfeeding Circle

Panelists
Jada Carter-Parris, Chief Executive Officer, Healthy Start Inc.
Aisha Nease, Vice President, Regulatory Business Solutions, P&G Patient CEO, Founder of Healthy WOMAN, Vice President, Pennsylvania House Commission

Supported by
Pittsburgh Business Group on Health
HIGHMARK FOUNDATION

Tracey Vogel, MD, OB/GYN
Associate Medical Director of The Environmental Equations, LLC

Mark Lewis
President & CEO, POSE Foundation



Symposium Sizzles at Regional Learning Alliance

The 2021 Symposium emerged from Covid-19 with a spectacular, in-person event hosted at the Regional Learning Alliance in Cranberry Twp., PA. The event featured a variety of speakers, panel discussions and special guests – all against the backdrop of Stewardship – enabling and empowering employers to help drive improvements in health and healthcare for their companies and their employees.

The Symposium featured a “Mr. Rogers-inspired” neighborhood theme, a friendly and welcoming environment for more than 300 attendees and 30-plus sponsors and partners.

The capstone of the day-long event featured former Presidential candidate, Andrew Yang, who shared his perspective about the future of healthcare and the role employers can play.

Membership Moves Forward

Membership

Malcolm E. Nowlin, Business Relationship Director

As Covid-19 continue to exert its presence across the market, PBGH continued to augment its relationship with employer-members by connecting and aligning our efforts with their goals and shifting needs based on the pandemic and new workforce demands.

One way we assisted employers was by providing consistent counsel for pandemic dynamics from PBGH's Medical Director, Dr. Mohannad Kusti, MPH, who also serves as Corporate Medical Director for Pivot Onsite-Innovations. For his commitment to this effort, Dr. Kusti was awarded the National Alliance's Inaugural Medical Director Leadership Award.

In addition to serving as PBGH Medical Director, he was also recognized for his active role in the National Alliance Medical Director Advisory Council.

Our new members initiatives continued to be robust in 2021 and remain so into 2022.

New 2021 employer-members, included:

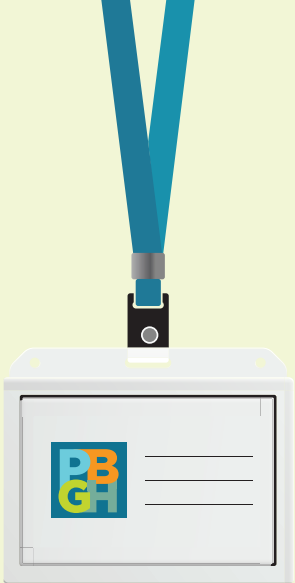


New associate- and allied-members included:



Innovations Summit Drives Membership Engagement

Our annual Innovations Summit proved once again the power of collaboration is crucial to solving healthcare's challenges. During the 2021 Innovations Summit, leading-edge technology companies presented their solutions to PBGH employer-members. Employers awarded two companies in 2021 with the grand prize recognition for their unique approach for employers:



Marketing Advances Stewardship Message

Marketing/Advocacy

Mike Stancil, Director of Marketing

Marketing introduced various changes and additions to PBGH in 2021!

The PBGH logo saw a refresh after celebrating our 40th anniversary. We held our Annual Healthcare and Benefits Symposium in September, our first in-person event since the pandemic hit.

We welcomed 200+ attendees to our biggest event of the year. **Stewardship: Responsibility in Action** was the focus with intent of bridging the gap between the workforce and communities.

PBGH Services unveiled itself as **Group Purchasing Services (GPS)**. We welcomed a new PBM relationship with RxBenefits to offer greater pharmacy benefits and value while continuing to offer the Group Purchasing programs.

We established **Bridges 4 Health Equity (B4HE)** to further advance health equity, advocate for anti-racism, and to educate on social determinants of health. Under this umbrella, we launched our Health Equity Series with the support of Highmark. This featured three webinars, free and open to the public, which centered around maternal health. In addition, the Heinz Foundation awarded PBGH a grant to further research ways employers can have a positive impact on maternal and infant health.

We also released our podcast, **"It's All Your Business,"** to capture important conversations and topics to offer another means of value to our employer members and community. It features a variety of health and business experts that are very pertinent to the topics close to the surface of the last year.

A few of our guests included **Leah Binder** of the Leapfrog Group, who spoke on the importance of hospital transparency, and **Jessica Altman**, Pennsylvania's acting Insurance Commissioner, who discussed insurance when it comes to mental health and the opioid crisis.



Leah Binder,
The Leapfrog
Group



Jessica Altman,
Pennsylvania's
Insurance
Commissioner

PBGH Group Purchasing Solutions Set Savings Pace

Group Purchasing

Led by a team of PBGH staff members and our partners at Lawley Insurance, including John Berger, Employee Benefits Partner, Lisa Early, Account Executive, Clare Hunter, Clinical Account Executive and Kevin Holler, PBGH GPS National Sales Consultant, PBGH delivered more than \$25 million in prescription drug management savings to regional and national employers.

PBGH group purchasing initiatives are renowned across the country because of the kind of savings they achieve for employers, but also for the superior customer service provided to both employers and plan members.

The success of the PBGH GPS program is achieved by continuously validating market prices, monitoring vendor accountability, including auditing, benchmarking, contract terms, as well as through identifying, vetting and implementing innovative clinical programs, which seamlessly integrate with other employer benefit efforts.

For example, one of the PBGH GPS initiatives – PillarRx – delivered more than \$2.1 million in value to employers and patients, and RightRx – designed to help physicians evaluate, authorize and prescribe lower-cost drug alternatives drove more than \$7.6 million in total savings for PBGH employer members.

Additionally, PBGH GPS led employers through series of comprehensive educational Webinars during 2021, focusing on Specialty Pharmacy Webinar, Psoriasis, GTMRx Employer Toolkit, LivingConnected (diabetes) and the RightRx HealthCare Money Matters Series.



delivered more than **\$2.1 million** in value to employers and patients



drove more than **\$7.6 million** in total savings for PBGH employer members

PBGH & AEO – ADDRESSING SOCIAL NEEDS AND SOCIAL DETERMINANTS OF THE WORKFORCE

During late 2020 and into 2021, we began active participation alongside PBGH employer-member American Eagle Outfitters to learn what employers need to begin their journey to better address social needs, social risks, and social determinants.

Together with the Centers for Disease Control and Prevention’s Office of the Associate Director for Policy and Strategy, the National Network of Public Health Institutes, and the National Alliance of Healthcare Purchaser Coalitions, we worked to collaborate and engage employers and regional business coalitions through the project, “Leading by Example and Moving Upstream Together.”



2021 Highlights:

- ✓ Participation in Pricing out Pennsylvanians: How to Drive Down Drug Prices Hearing
- ✓ Conscious anti-racism training conducted across PBGH board of directors, staff and membership
- ✓ Free, public Health Equity Series aimed at consumers and others to raise awareness about black maternal health inequities across the region
- ✓ Spring and fall Innovations Summit providing unique technology and service solutions for employers
- ✓ Participation alongside employer-member American Eagle Outfitters in the CDC’s Social Determinants of Health’s Leading by Example and Moving Upstream Together initiative
- ✓ Generated more than \$20M in prescription drug savings for employers

Thank you Sponsors!

Thank you to our sponsors – especially our 2021 Platinum-level supporters:



By the Numbers:

<p>65%</p> <p>Participation Among Employers for Virtual Webinars</p>	<p>200+</p> <p>Attendees at the 2021 PBGH Annual Symposium</p>	<p>— 5 —</p> <p>Covid-19 Webinars Conducted by PBGH Medical Director, Dr. Ned Kusti</p>
---	---	--



Community Support

In 2021, PBGH was proud to continue its support of community-based organizations with in-kind donations, presenters and more – all of them focused on improving healthcare and, consequently, the lives of so many of our friends and families.