



Pittsburgh
Business Group
on Health

2022 ANNUAL REPORT

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A letter from the CEO

They say life is always in transition – moving from one time and place to another. No moment is exactly the same as the one before it. Ideally, all of that moving around helps us take another step forward in our relationships, our careers and our communities.

Organizations are no different. Your company, for example, is constantly in motion – working to do the right thing at the right time at the right price. Sounds simple enough. We all know, however, simple does not come easy. It takes work to get the job done and often many hands to do it.

That's why PBGH is so privileged to work with you – the people who comprise PBGH employer-members, associate members, and allied members. We exist because we are committed to helping lift you up personally and professionally – to help you ensure your organization gets the robust healthcare and benefits it needs to keep its families healthy and safe.

This past year saw many changes. Both good and bad. We experienced the decline of Covid-19's impact on our daily lives, the advent of companies understanding the crucial model and benefits of hybrid and remote work, as well as its positive impact on our wellbeing, and the renewed focus on mental health when it comes to our children and adults.

However, 2022 still harnessed the ongoing challenges of systemic racism and violence across many of our communities, the impact of unconscious and conscious bias, economic uncertainty and a fragmented government, including the Supreme Court's reversal of the landmark case, Roe v. Wade, which continues to present unique challenges to employers regarding women and their health.

Nonetheless, work continues. And, the good work of ensuring healthcare and benefits for so many remains our top priority at PBGH.

With your help and with the help of our important friends and Platinum Sponsors, – RxBenefits and Highmark – we hosted our 2022 Symposium focused on People First Principles – that with putting people at the forefront of our decisions, we are creating a better future for all of us.



Part of creating that future is to listen to you more. In fact, in 2022, we conducted a net promoter score survey, which showed our overall score was 89 (out of 100) and our score regarding the “direction of the organization” was 80. While these scores are good, we must continue to do better.

And, I’d be remiss without recognizing the monumental and unmatched contribution from our former CEO, Jessica Brooks. After a near decade of service to PBGH employer-members, Jessica and her family turned the page and embarked on a new adventure. Thank you, Jessica, for being our light – for steering us into new ways of thinking, for allowing us to be mindful of the impact we have on each other and the importance of seeing lives through a different lens. It’s my humble pleasure to take the helm from Jessica as we embark on the new chapter for PBGH.

As you read the following few pages about membership, the employer-member savings achieved through Group Purchasing Solutions and our education and community outreach initiatives, know we cannot do this work without you. I implore you to lean in as we move through 2023. Your time, talent and treasure have never been more vital.

I encourage you to reach out to me directly with input about your organization. Like each staff member, I welcome the opportunity to serve you better.

Sincerely,

Mike Stancil

Mike Stancil
CEO & President
Pittsburgh Business Group on Health

What You Told Us About Your Organization:



“The connections with other businesses and the health professionals are invaluable to helping employees and providing quality coverage at an affordable price.”

“PBGH is an excellent resource to become more familiar with solutions; align with provider leaders and stimulate questions to assist members in managing employer health care benefits.”



“Need to stay benefit focused and politically neutral.”

“Would like to see more research-based presentations versus pitches.”



Employer Education Provides Professional and Personal Growth



PBGH employer-members took full advantage of the sweeping array of educational opportunities presented by PBGH and a variety of thought-leaders and industry experts.

Our year also included three vital Forum events in the winter and spring, the Trends Forum, Rx Forum and the Healthcare Executive Leadership Forum, followed by our capstone event, the 2022 Annual Healthcare and Benefits Symposium in September. We rounded out the year with our annual meeting, which honored colleagues and other leaders across the healthcare ecosystem for their work to advance the PBGH mission and to improve the lives of families across the region:

- ✓ **James Collins, former CEO, St. Clair Hospital – Health Leadership Award**
- ✓ **Tammy Fennessy, Director of Benefits for American Eagle Outfitters, Inc. – Champion, Social Determinants of Health**
- ✓ **Hugh O'Toole, CEO – Associate Member Award**

In addition to Forums and a full slate of Webinars, PBGH partnered with the Heinz Endowment to launch the Maternal Health Child Project, designed to explore the opportunities relative to how employers are advancing maternal and child-based care initiatives, including a lens into benefit designs and their willingness for employers to engage with carriers to secure data to inform and measure change.

This special initiative, which was coordinated with our data partner, Innovu, and Palladium, ran in parallel to the highly popular Health Equity Series, which was created in 2020 – at the height of Covid-19 – to shine a light on the healthcare disparities experienced by black and brown women, particularly with an emphasis on black pregnant women and new moms. The Health Equity Series, sponsored by Highmark Foundation, shared crucial discussions for women, families and civic leaders – focusing on changing the trajectory of health care experienced by so many black women and their newborns.

More than 250(?) hundred people attended the free, online, three-part public series, which included:

- 1 Breaking Down Mental Health Barriers in Communities of Color in February**
- 2 Emergence of the NextGen Maternal Health Advocacy in April**
- 3 The Power of the Community in Improving Maternal Health in June**

In addition to the important work around maternal and child health, PBGH also embarked on the development of a Prevention Task Force Project in conjunction with a number of leading employer-members, to uncover the emerging trends associated with a reduction in HPV vaccinations across populations. The work revealed that since the three years from the beginning of pandemic, there has been no rebound around preventive vaccination services, which were already significantly depressed in normal, non-pandemic periods.



21

Events

1

Symposium

2

In-Person Events

19

Webinars
and Virtual
Roundtables

Additionally in 2022, PBGH hosted a wide range of Webinars covering topics, including but not limited to the emergence of the Consolidated Appropriations Act, medical marijuana, obstetric quality improvement, cancer care, and pandemic-associated mental health challenges faced by employees, as well as others.

We also offered an array of continuing education credit courses, such as the popular Benefits Practitioner Workshop with the Society of Human Resource Management, and co-branded events with our partners, such as Pear Therapeutics for an employer roundtable event in March.

PBGH educational programming is an important part of membership in the organization. New topics continue to be developed to meet the needs of an everchanging marketplace.

Caption: The 2022 PBGH theme of People First Principles was on full display during the annual Healthcare & Benefits Symposium.



Symposium Puts People First

The 2022 Symposium was a spectacular, in-person event, which featured a variety of speakers, panel discussions and special guests, who shared a range of powerful topics and solutions designed to help employers drive health and benefits-related improvements in their organizations.



The Symposium included keynote presentations, panels and a series of breakout discussions:

State of the Union 2022

Bradford Koles, Jr., Vice President and National Spokesperson, Advisory Board

A New Mandate: Helping CEOs Lead in an Era of Accountability

Christin Deacon, Principal Owner, VerSan Consulting
Deborah Partsch, PharmD, Chief Pharmacy Officer, VP of Product, Innovu, LLC
Brian Tedeschi, CEO, Think Communications
Moderator: Bret Jackson, President, The Economic Alliance

Hospital Price Transparency: Turning Insights into Action

Kevin O'Brien, Chief Business Development Officer, Innovu

How Did We Get Here? Addiction Two Years Later

Yusuf Sherwani, MD, CEO & Co-Founder, Quit Genius

Navigating Healthcare Complexity & Prioritizing Inclusivity for All Your Employees

Michael Sokol, MD, MS, Senior Vice President, Clinical Strategy

Practical Real-World Examples of Tackling Health Disparities

Pierre Theodore, MD, Vice President of Global Public Health

Difference Makers: Supporting Employees at Home

Chris Mack, Vice President, Commercial Sales, Brightline
Jane Hamilton, MSN, RN, Founder, Partners on the Path, LLC
Jennifer Lindskoog, SVP Client Success, Nox Health
Moderator: Ann Gargis, Regional Vice President, Employer Direct

Future Workforce: Are You Attracting or Repelling?

Larry Kleinman, EVP, Chief HR Officer, Highmark Health
Beth Dievendorf, AVP, East Regional Leader, Workforce Absence Management, HUB International
Faina Linkov, Associate Professor and Chair, Duquesne University
Moderator: Jessica Brooks, President & CEO, Pittsburgh Business





Point Solution Fatigue: Strategies to Support Members of All Ages and Genders

Jennifer Young, Chief Revenue Officer, Solera Health
Byron Crowe, MD, Chief Medical Officer, Solera Health

Obesity: Taxing Your Employees' Wellbeing and Healthcare Costs

Parin Chikani, PharmD, Medical Account Director, Employer/ Specialty, Novo Nordisk
David Skomo, Chief Operating Officer, WellDyne
Michelle Yocom, Health and Wellness Coordinator, PITT OHIO

Meeting the Needs of a Diverse Workforce

Arielle Bogorad, SVP, Employer Market Strategy and Services, Progyny
Tammy Fennessy, PBGH Board President, Director of Benefits, American

Broker/Consultant Session – Best Practices to Servicing a Prescription Benefit

Peter Morgan, Director, Account Management, RxBenefits
Jodi Jones, Strategic Account Executive, RxBenefits
Ashlea Humphries, Account Manager, RxBenefits
Karishma Gandhakwala, PharmD, Clinical Pharmacist, RxBenefits
Rebecca Grant, Director, Strategic Markets, RxBenefits

Addressing High-Cost Claimants with an Integrated Strategy to Safety & Savings

Moderator: John Berger, Jr., Partner, Lawley Insurance
Anthony Massoto, Executive Vice President, AMPS/Drex
Karishma Gandhakwala, PharmD, Clinical Pharmacist, RxBenefits

Employee Habit vs. Addiction: Knowing When and How to Intervene

Megan Jacobs, Vice President of Product, Innovations, EX Program by Truth Initiative
Donna Ruppert, PHR, Total Rewards Analyst, PepsiCo

What Lies Beneath: Discovering the True Impact of Stigmatized Health Issues

Sameer Berry, MD, Chief Medical Officer, Oshi Health
Ginger Miller, Director of Health and Benefits, Utz Brands

Global Parity for Fertility Benefits: Challenges and Opportunities

Andrea Wuchiski, Senior Account Executive, Mid-Market Sales, Carrot

Tackling the Tough Issues: How Corporate Communications Must Connect Leaders and Employees in 2023

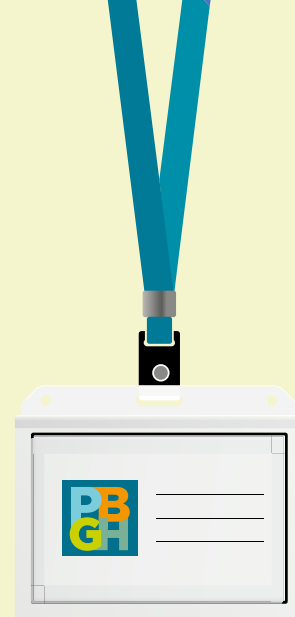
Hollie Geitner, Director, Communications, Duquesne Light Company
Jennifer Benz, SVP and Communications Leader, Segal Benz
Terry Roberts, VP - Employment Law & Chief Inclusion & Diversity Officer, American Eagle Outfitters
Acacia Perko, Esq., Attorney, Reminger Co., LPA
Eva Saha, Professional Host, Emcee, Moderator

Membership Ends 2022 on a High Note

As 2022 set sail, PBGH continued to strengthen its relationship with employer-members and added a number of new employer-members, associate members and allied members. The year saw an uptick in activity around new-member development.

To help drive prospecting and member retention, we also premiered a new back-end database to leverage how we use technology. As this new database system is further enhanced, we can also help members better understand their utilization of PBGH programs to ensure high ROI for their investment.

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



The end of the year brought to the close the terms of several board members, including:

- Tammy Fennessy, Director of Benefits, American Eagle Outfitters, Inc.
- Gary Howell, Manager of Health and Welfare Benefits Administration and Strategy, U.S. Steel
- Christine Kealey, Principal, Sr. Health & Benefits Consultant, Mercer, PBGH Services, Inc.
- Treasurer: Michael D. Thomas, EVP & Co-Head, PNC Real Estate, PBGH Services, Inc.
- Secretary: Jessica Brooks, CEO and President, Pittsburgh Business Group on Health, PBGH Services, Inc.
- Paul Dolan, Strategic Benefits Executive, PBGH Services, Inc.

And, we welcomed new board members who will surely play a crucial role in our efforts going forward:

- E.J. Heckert, Vice President of Employee Benefits at Henderson Brothers and Lead Consultant
- L. Douglas McCausland, Chairman of the Allegheny County Schools Health Insurance Consortium
- Melissa Rearick, Senior Manager of Total Rewards and Policies at Eos Energy
- Dr. Reneé M. Richardson, Senior Manager, Community Relations at Giant Eagle Pharmacy

Fall and Spring Innovations Summits Recognize Unique Solutions

Our 2022 Innovations Summit feature active engagement from a cross-section of employers and industry experts to select two Summit companies for their leadership in developing new technologies and solutions for employers. The Innovations Summits – in both the fall and spring – recognized unique solutions employers may use to face workforce development challenges, wellbeing initiatives and more.

Spring Health



Spring Health helps employers modernize their behavioral health benefits with effective, comprehensive solutions for employee mental wellbeing, including digital exercises to EAP services to coaching, therapy or medication.

Parsley Health



Parsley Health is helping to redefine primary care with a root-cause, whole-person approach through a focus on data, technology, and real doctor-patient relationships.



Caption: Human resources and benefits leaders enjoy the 2022 Healthcare & Benefits Symposium during a break in conference in presentations.

Savings Through Group Purchasing Solutions Driven by Employer Activation

The Group Purchasing Solutions (GPS) program, navigated by PBGH on behalf of employer-members, continuously validates and optimizes market prices – identifying, vetting and implementing innovative clinical programs, which seamlessly integrate with other employer benefit efforts.

Moreover, GPS helps ensure vendor accountability through ongoing auditing and benchmarking relative to other national pricing and management trends.



Since its inception in 1995, our RxBenefits, our vetted partner, which harnesses the power of an aggregated number of employers to provide optimization of the PBGH pharmacy contract with CVS. RxBenefits delivers a secure layer of oversight to ensure participating employer-members are receiving the absolute best pricing relative to prescription drug costs and, in 2022, the program delivered more than \$18 million in savings to PBGH employer-members.



Our GPS initiatives are further augmented by our RightRx program – now in its fifth year, which –empowers and helps physicians to evaluate, authorize and prescribe lower-cost drug alternatives for employees – drove more than \$1.3 million in total savings for PBGH employer-members in 2022.

PBGH GPS also featured vetted partners for both dental and eye care for their strong, national networks, customer service and deeper discounts for employees and employers:



The success of PBGH GPS programs is rooted in employers understanding the significant costs savings generated by strong negotiations, which result in better prices for their organizations and employees.



Caption: *Jessica Brooks, former CEO & President, PBGH, welcomes students from local schools to the 2022 Healthcare & Benefits Symposium.*

Marketing & Community Engagement

PBGH's 2022 marketing initiatives continued to augment the important work of maintaining a robust and consistent communication pace with employer-members, associate members, civic leaders, legislators and others.

In addition to a regular slate of digital outbound communication, primarily via email, PBGH also embarked on a number of initiatives to help support education initiatives, drive cost savings programs and advance essential understanding about health equity, quality of care and affordability.

Collaborating with employers, the focus is on promoting maternal and infant health equity, with particular emphasis on women of color. Currently, seven employers are actively involved in tackling challenges that affect the well-being of pregnant black women and their newborns. Furthermore, PBGH has initiated a partnership with local leaders to explore equity within employer settings, specifically in relation to healthcare policies.

For example, 2022 witnessed the second year of our Podcast, It's All Your Business – featuring a number of healthcare and other benefits topics, such as:

- ✓ How employee benefits can be a space to close gaps in health equity
- ✓ The critical role diagnostics should be playing in the healthcare system
- ✓ The common thread of kindness relative to leadership, featuring the Second Lady of Pennsylvania, Gisele Barreto Fetterman
- ✓ The cultural risks and comorbidities associated with anxiety, stress, and depression as it relates to pregnancy among all women
- ✓ How poor Black maternal health outcomes directly impacts a woman's confidence in the healthcare system, as well as offer guidance on how to choose a provider, establish trust, and build a healthy relationship with the healthcare provider
- ✓ Bridging the gap between the business world and communities, especially when it comes to health equity, which employers need to identify as a priority
- ✓ The opioid crisis and the ways in which employers can make a difference

PPBGH's marketing initiatives also began to harness the power of a new back-end customer relationship platform to help enable improved member connectivity. This platform continues to be built out in 2023 as we use it to augment our outreach efforts with prospective members across the both the self and fully insured markets.

One of the most important outreach initiatives in 2022 included the development and launch of the Equity Pledge via our Bridges 4 Health Equity effort. The pledge is a unique way individuals can display their commitment to ending systemic racism and their part in it.



Bridges 4
Health Equity

I promise to first do no more harm – to educate myself on systemic and institutional racism, and do everything in my power to reduce my contribution to its perpetuation.

I promise to not turn away from the ugliness of racism. I will face the truth so that it can not persist through being ignored.

I promise to do my part. Equity is a community concern, and I will seek to not only understand my role and areas of influence, but will take action to support that goal.



Strategic Alignments

In 2022, PBGH aligned with a number of community agencies and other organizations to help enhance the work of helping protect the ability of employers to promote and provide high-quality, affordable and equitable healthcare, including:

- PA Chamber of Business & Industry
- Pittsburgh Human Resources Association
- Healthy Start

PBGH, with the support of two grants, is actively addressing the challenges related to maternal and infant health equity, and is strategically positioned to involve community-based organizations in these efforts.



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