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**REGION'S EMPLOYERS FORM COALITION TO PROMOTE HEALTH SYSTEM
IMPROVEMENT THROUGH BENEFIT REDESIGN**

Launch of Greater Philadelphia Business Coalition on Health

PHILADELPHIA—Public Health Management Corporation and a number of leading regional employers announced today the launch of Greater Philadelphia Business Coalition on Health (GPBCH). GPBCH aims to represent the employer community in working with health plans, health care providers and other system stakeholders to improve the value of health benefit spending for its members by improving healthcare quality and safety and reducing health care costs. “GPBCH hopes to implement programs to improve employee health and productivity and to ensure that, when employees do need care, it is accessible, high-quality and safe care,” says GPBCH executive director Neil I. Goldfarb. “The value-based approach to benefit purchasing is essential to improving population health and keeping American businesses competitive in the global economy.”

Across the country, over 50 regional business coalitions on health now engage in the value-based purchasing movement. Despite the growing body of evidence that these coalitions can be highly effective, this is the first time that Greater Philadelphia employers have organized to work collectively on improving health care quality and value in this region. GPBCH is adapting value improvement strategies already demonstrated to work in other markets while also developing and testing new and innovative strategies.

The Coalition's initial plans include: serving as a regional rollout for the Leapfrog Group on Patient Safety, a national initiative to improve safety of hospital-based care and to make safety information available to the public; developing a consumer-friendly regional report card on provider quality and safety; redesigning health benefits to promote and reward healthy behaviors and use of evidence-based services; and working with the insurer and provider communities to develop and test strategies for improving the care delivery system and aligning provider reimbursement with care quality.

“Our goal as an employer is to have a competitive and focused workforce. One way we do this is by promoting wellness and helping our employees effectively manage personal and family health issues,” says Ed Glickman, CEO of Pennsylvania Real Estate Investment Trust (PREIT), a GPBCH founding member. “To accomplish this we believe that our employees would benefit

from greater access to evidenced-based, quality-driven care--goals we hope to achieve through participation in GPBCH.”

GPBCH is a membership organization open to employers located in, or having a significant employed population in, the Greater Philadelphia region, including Philadelphia, Montgomery, Bucks, Delaware and Chester Counties in Pennsylvania; Camden, Burlington and Gloucester Counties in New Jersey; and New Castle County in Delaware. Founding members include AstraZeneca, Comcast, Day and Zimmermann, PREIT, Public Health Management Corporation, StradleyRonon Stevens & Young, Vanguard and Wawa.

[Add quote from Todd Lombardi, Wawa.]

In addition to regular membership, affiliated memberships are open to all individuals and organizations working with or on behalf of employers in the region. Founding affiliated members include Boehringer-Ingelheim, Ethicon Endosurgery, Healthcare Improvement Foundation, Kistler-Tiffany Benefits, Merck, Mercer, Pfizer, the Trion Group and United Healthcare.

About PHMC

Public Health Management Corporation (PHMC) is a nonprofit public health institute that creates and sustains healthier communities. PHMC uses best practices to improve community health through direct service, partnership, innovation, policy, research, technical assistance and a prepared workforce.

PHMC has served the region since 1972. For more information on PHMC, visit www.phmc.org.



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