

[Click here](#) for a print-friendly version of the newsletter.



This edition of our newsletter is  
sponsored by:

**Genentech**  
*A Member of the Roche Group*

## SUMMER 2020 UPDATE

### FROM THE PRESIDENT'S DESK

Hi, all. We hope this summer edition of our newsletter finds you and your families doing as well as possible despite the challenges we are facing each day.

Thank you to **Affiliate Member Genentech** for sponsoring this newsletter. They have provided an informative article on the signs of stroke. Take a few minutes to familiarize yourself – it could save a life!



I am honored to report that I have been elected to serve on the **National Alliance of Healthcare Purchaser Coalitions** Board of Governors again. Our membership in the National Alliance is key to our success in addressing the most pressing healthcare access, cost and quality issues facing our employer members.

We had expected that we would be able to hold our Annual Conference safely in person this summer, but the pandemic has had a different idea about that! We are keeping our fingers crossed for seeing you all at “Best of the Best” in December. Please see below for information about our virtual **Summer Education Series** being held next month. Below this letter is an opinion piece written by Dr. Mark Fendrick and his colleagues. Dr. Fendrick kicks off our series on July 16th. He will be addressing the opportunity we have to eliminate low value care so that we have sufficient funding to maximize high value care. As stated below **"Now more than ever, we must re-examine how we spend**

healthcare dollars."

All the speakers are excellent, and the topics are more relevant than ever -- and directly relate to work that the Florida Alliance is undertaking. If you are not yet an employer member of the Florida Alliance, please send me an email at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org) and I will send you a complimentary registration code.

Keep an eye out for the unveiling of our new website later this summer. Medical Marketing, Inc.'s talented Andrea Eliscu and Debbie Muse are hard at work creating a website that showcases our important work, is new and fresh, and easy to navigate. We can't wait for you to see it!

Be well,

*Karen*

Karen van Caulil, Ph.D.  
**President and CEO**  
[karen@flhealthvalue.org](mailto:karen@flhealthvalue.org)



## PERSPECTIVE ON COVID-19

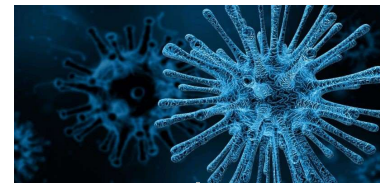
### Re-Examining the Delivery of High-Value Care Through COVID-19

Opinion piece from The Hill

by John Rother, Katy Spangler, and [Dr. A. Mark Fendrick](#) (July 16th Summer Education Series speaker)

Over the past months, the country and the economy have radically shifted to uncharted territory. Now more than ever, we must reexamine how we spend healthcare dollars.

While the COVID-19 pandemic has exposed challenges with health care in America, we see two overarching opportunities for change: 1) the under-delivery of evidence-based care that materially improves the lives and well-being of Americans and 2) the over-delivery of unnecessary and, sometimes, harmful care. The implications of reallocating our healthcare spending to high-value services are far-ranging, from improving health to economic recovery.



[Read more](#)

**Join us for the Florida Alliance  
Summer Education Series**

As mentioned above, due to COVID-19, the Florida Alliance made the decision not to hold our Annual Conference in the traditional, face to face format this year. Instead, we are presenting a **virtual Summer Education Series** to be

held during the month of July.

The Florida Alliance continues to bring you highly accomplished speakers who are leaders in their field. Each session in the Summer Education Series will feature **nationally renowned experts** who will share best practices and case studies on session topics and comment on related Florida Alliance initiatives. A key element of the presentations and discussion will be what role providers, employers/purchasers, health plans, manufacturers, PBMs and patients need to play to move efforts toward affordable, quality health care forward. We expect that participants in this virtual series will come away with an increased knowledge on how to work effectively and collaboratively to improve the delivery and payment of care.

---

### SESSION 1

Thursday, July 16, 2020

2:30PM - 4:30 PM EDT

#### ***Eliminating Low Value Care While Incentivizing High Value Care***



**Beth Bortz, MPP**

*President & CEO*

Virginia Center for Health  
Innovation (VCHI)

**Dr. Mark Fendrick**

*Director*

Center for Value-Based  
Insurance Design



---

### SESSION 2

Thursday, July 23, 2020

2:30PM - 4:30 PM EDT

#### ***Trends and Policy Changes in the Drug Value Chain***



**Alex Jung, MBA**

*Partner & Managing Director*  
EY-Parthenon

**BACK BY POPULAR DEMAND!**

---

### SESSION 3

Thursday, July 30, 2020

2:30PM - 4:30 PM EDT

#### ***A Comprehensive Alternative Treatment Approach for Substance Use Disorder***



**Francois de  
Brantes, MBA, MS**  
*Sr. Vice President*  
Signify Health



**Eric Bailly, MA**  
*Business Solutions  
Director*  
Anthem



**Brad Rex, MBA**  
*President & CEO*  
eHome Counseling  
Group



**Greg Williams, MA**  
*Managing Director*  
Third Horizon  
Strategies

Registration is open! Click [here](#) for event information.

[Register Now](#)

Thank you to our event sponsors!



## FEATURED ARTICLE

*a contribution from Affiliate Member, Genentech.*

### When it comes to stroke, BE FAST!

Did you know, in the U.S. a stroke occurs approximately every 40 seconds? That's nearly 800,000 strokes annually and the leading cause of serious long-term disability. And what's important to note is that **a stroke can happen to ANYONE of ANY AGE at ANY TIME**. With 20% of stroke patients of vocational age, there's a resulting huge economic cost to employers.

Timely treatment of strokes may decrease the incidence of disability and reduce projected lifetime costs. Unfortunately, some health experts fear the current pandemic may be causing people to ignore stroke symptoms and avoid going to the hospital. **Stroke care should not be delayed, even during a health crisis!**



Knowing the signs, symptoms and risk factors of stroke is important to protect your health and the health of others. While some risk factors including age, race, gender or family history, are out of your control, there are many others that can be managed and may reduce the chances of having a stroke.

Manageable risk factors include:

- High blood pressure
- Atrial fibrillation (AFib)
- High cholesterol
- Smoking
- Diabetes
- Poor circulation
- Lack of physical activity
- Obesity

While the signs of stroke can be subtle and hard to recognize, educating yourself and others to **BE FAST** can help you identify some of the signs and prepare you to act with urgency.

**B** – Balance Loss  
**E** - Eyesight Loss  
**F** – Facial Drooping  
**A** – Arm Weakness  
**S** – Speech Difficulty  
**T** – Time to Call 911

Trusting your instincts and taking action can make all the difference for someone experiencing a stroke.

To learn more, visit Genentech’s comprehensive stroke awareness website at <http://www.strokeawareness.com/>. A good collection of items employers can use to provide educational material can be found under the “Resources” tab.

*BE FAST was developed by Intermountain Healthcare, as an adaptation of the FAST model implemented by the American Stroke Association. Reproduced with permission from Intermountain Healthcare ©. 2011 Intermountain Healthcare. All rights reserved.*

## **ABOUT GENENTECH:**

**Genentech** is a biotechnology company dedicated to pursuing groundbreaking science to discover medicines for people with serious and life-threatening diseases. Our transformational discoveries include the first targeted antibody for cancer and the first medicine for primary progressive multiple sclerosis.

---

---

## **ANNUAL MEETING OF THE BOARD OF DIRECTORS**

On April 22, 2020, we held our Annual Meeting of the Board of Directors. This was the first time in the coalition's 36 year history that the meeting was held virtually, rather than in-person.

Highlights of the meeting:

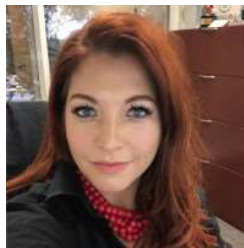
- Who We Are
- Employer Rights in Healthcare Purchasing
- 2019 Annual Report overview
- 2020's Key Initiatives including Smart Care Florida and The Path Forward for Mental Health and Substance Use
- Installation of new Board of Directors and Executive Committee



## Welcome to our Board of Directors 2020-2021!



**Ann-Marie Sharpe\***  
City of Miami  
*BOARD CHAIR*



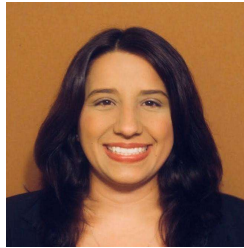
**Heather Russo\***  
The Walt Disney Company  
*BOARD VICE CHAIR*



**Patrick Peters\***  
Orange County Government  
*TREASURER/SECRETARY*



**Jessica Mason**  
City of Orlando  
*AT-LARGE DIRECTOR*



**Kimberly Ramos**  
The Mosaic Company  
*AT-LARGE DIRECTOR*



**Brian Anderson**  
LYNX



**Ashley Bacot**  
Rosen Hotels & Resorts



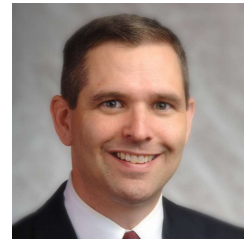
**Beth Curran**  
Orange County Public Schools



**Tom Keller**  
Valencia College



**Rosa Novo**  
Miami-Dade Public Schools



**Jon Stolp**  
Florida Retail Federation



**Mark Weinstein**  
ICUBA

\*Officers of the Corporation

To receive more information on the content of the 2020 Annual Meeting of the Board of Directors, please contact [karen@FLHealthValue.org](mailto:karen@FLHealthValue.org)

## SAVE THE DATE!

### "Best of the Best" 2020

Tuesday, December 1, 2020

7:30 AM - 1:30 PM

Disney's Contemporary Resort

Sponsorships are available for this event.



Thank you to our early event sponsors!



## LATEST ON LEAPFROG

The Leapfrog Group released the first in a series of reports based on the 2019 Leapfrog Hospital Survey. This report, *Safety in Numbers: Hospital Performance on Leapfrog's Surgical Volume Standard*, found that U.S. hospitals reporting to the Leapfrog Hospital Survey made some progress on minimum hospital and surgeon privileging volume standards for safety. Click [here](#) to view the report.



## MEMBER RESOURCES

### THE LATEST RESOURCES FROM THE NATIONAL ALLIANCE/FLORIDA ALLIANCE

[COVID-19, The Importance of Shared Decision-Making](#)

Includes action steps for employers.

[Coronavirus Aid, Relief, and Economic Security \(CARES\) Act: What Employers Need to Know](#)

This "Health Policy in Transit" explains the main provisions most likely to affect employers, including what is required in terms of coverage of COVID -19 testing and treatments.

[Achieving Value Through Advanced Primary Care - A Deep Dive Powered by eValue8](#)

[Improving Healthcare Value with Advanced Primary Care \(APC\)- infographic](#)

## [Biosimilars in the Pharmacy Benefit](#)

Employers driving appropriate use and transparency.

Remember to visit the [resources](#) section of our website for educational information and other important briefs provided by the National Alliance for Healthcare Purchaser Coalitions/Florida Alliance for Healthcare Value.

## WE NEED YOUR INPUT!



FOR PAYMENT REFORM

Within the next several days, many of you will be receiving an invitation to participate in an important study we are undertaking with Catalyst for Payment Reform (CPR). CPR received funding from the Peterson Foundation to do a market readiness assessment for value-based payment reform and selected the Florida Alliance as their partner. This is a multi-methods study that is examining the dynamics underlying and shaping the Tampa-Orlando area's healthcare marketplace and identifying which purchasing and payment reform strategies have the best chance of success given the market's characteristics. With this baseline data and CPR's expert recommendations, the Florida Alliance will be well positioned to move towards **meaningful transformation of healthcare delivery and payment**

## USF PREVENTION RESEARCH CENTER SMOKING SURVEY

The USF Prevention Research Center is conducting a survey about your views on anti-smoking advertisements. Every individual who is eligible and completes the survey will receive a \$20 e-gift card to your choice of Walmart or Amazon.

USF is using a software program to capture your facial expressions (e.g. smiles, frowns, brow wrinkles) while you watch a video. Only researchers at the University of South Florida will have access to the recordings of your face. Once the data are extracted (e.g. how often you smiled or frowned) the videos will be destroyed.

You will use a computer with a webcam to do the survey. (Sorry, this one will not work on a smartphone.) The survey is part of the Online Message Effectiveness Testing (University of South Florida eIRB#000759 research study). Your participation is completely voluntary and will take no longer than 10 minutes. Once you click on the link below, you will be asked to read the informed consent form and then actively choose to do the survey, or not. If you have any questions about the survey, please contact [cparvanta@usf.edu](mailto:cparvanta@usf.edu).

Please note – this survey is meant only for persons who use tobacco or nicotine products. If you do not smoke, use snuff, or vape, etc., you are not

TRYING TO QUIT SMOKING OR  
KNOW SOMEONE WHO IS?



PLEASE TAKE THIS SURVEY!  
\$20 GIFT CARD AND CONNECTION TO TOBACCO  
FREE FLORIDA FOR RESOURCES!

LINK HERE:  
[HTTPS://USF.AZ1.QUALTRICS.COM/JFE/FORM/SV\\_7UGEDZ63J7DHMLV](https://usf.az1.qualtrics.com/jfe/form/sv_7UGEDZ63J7DHMLV)



eligible to do this survey.

If you choose to complete the tobacco survey, please use the following link:

[https://usf.az1.qualtrics.com/jfe/form/SV\\_7UGEOZ63j7ohmlv](https://usf.az1.qualtrics.com/jfe/form/SV_7UGEOZ63j7ohmlv)

## WELCOME TO OUR NEWEST MEMBERS



Are you interested in sponsoring our next newsletter, a webinar or a future event? Contact **Karen van Caulil** for more information.