



FALL 2021 UPDATE

Welcome to our Fall 2021 Newsletter!

The pressure employers face to achieve greater value in their healthcare spend continues to grow. That is why I hope you will make the time to join us for our [26th Annual "Best of the Best"](#) virtual event. Details are below.



For more than two decades now, our "Best of the Best" has showcased some of the most innovative ideas and "real world" best practices in tackling healthcare cost and quality issues. We have featured companies and thought leaders from throughout the country including American Express, FedEx, Walmart, Ford Motor Company, General Electric, Intel Corporation, Delta Airlines, Verizon Communications and many more. You can expect the same level of high-value, practical programming again this year.

With a theme of "**Achieving Value in Employer-Sponsored Healthcare,**" we have assembled a great line-up of speakers for the 2021 event. All are engaging, highly successful employer healthcare purchaser leaders who have been able to design and implement programs and services that are providing high value for their plan members. They will share their experiences and expertise on a number of timely topics:

- Population Health
- Advanced Primary Care
- Bundled Payments
- High Performance Model Solutions
- Health Equity
- Mental Health

Our distinguished speakers and panelists include:

- **Jason Parrott, MBA, MS, SVP Enterprise Growth & Partnerships, Vida Health** — An early adopter of integrated mental and physical health programs and services as well as an innovative leader in pharmacy management, Jason chaired the Board of Directors of our sister coalition, the Midwest Business Coalition for Health, for several years. He also previously served in health and wellbeing benefits strategy roles at Boeing and AT&T. We're looking forward to tapping into his insight on successfully navigating big changes to benefits programs and adding

new services at a national level in addition to key success factors for ensuring employees know and appropriately utilize the benefits and resources available to them.

- **David Hines, Executive Director of Employee Benefits at Metro Nashville Schools** — Another leader and early adopter of innovative approaches to benefit design and programs, David's work was highlighted as an example of public sector innovation in the [Catalyst for Payment Reform report](#) shared at our Annual Meeting earlier this year. He will share his experience with on-site clinics, bundled payments, mental health, maternity and more.
- **Jeffrey Kluever, MS, Executive Director, Business Health Care Group & Janet Lucas-Taylor, Senior Director of Employee Benefits at Northwestern Mutual** — Based in Wisconsin, Jeff and Janet have a great story to share on how their coalition, another of our sister organizations, is offering a high-performance network solution/health plan offering for their members. It is primary care centered with a narrow network of providers that have demonstrated high quality and affordability. Janet serves on the Business Health Care Group's executive steering committee and is an early adopter of this model solution at her company.

Thank you to our wonderful sponsors who are making this great programming possible: **Centivo, Marathon Health, Memorial Healthcare System, Vida Health, and Pfizer.**

Together, we can continue to drive the meaningful change we all seek. I look forward to connecting and collaborating with you on November 30th!

As always, please feel free to reach out to me at any time at karen@flhealthvalue.org or 407-425-9500.

Karen

Karen van Caulil, Ph.D.
President and CEO
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26th Annual
"Best of the Best"
Achieving Value in
Employer-Sponsored Health Care



Taking into consideration the health and safety of our members, Board of Directors, and staff, we have made the decision to convert our 26th Annual

"Best of the Best" from an in-person event to a virtual event. We would like to thank The Walt Disney Company, the host of our in-person "Best of the Best" event for many years, and all our sponsors for their understanding and flexibility.

"Best of the Best" is still being held on Tuesday, November 30th; however, our program will now begin at 8:45am and end at 12:00pm (ET).

Speakers include:



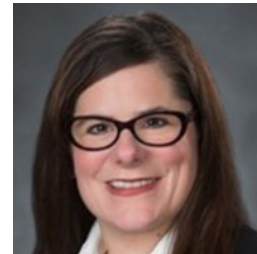
Jason Parrott, MBA, MS
SVP Enterprise Growth & Partnerships
Vida Health
(Formerly with Boeing)



David Hines
Executive Director
Employee Benefits
Metro Nashville Public Schools



Jeff Kluever, MS
Executive Director
Business Health Care Group



Janet Lucas-Taylor
Senior Director, Employee Benefits
Northwestern Mutual

Register Now

Members received a targeted invitation that included a coupon code for complimentary registration.
If you are a member and did not receive the email with your code, please contact [Lisa Hain](#)

Thank you to our "Best of the Best" sponsors!



Memorial Healthcare System is the sponsor the Florida Alliance "Most Engaged Employer" Award

Sponsorships for this event are still available.
Please contact [Lisa Hain](#) for information.

News from The Leapfrog Group

Calling all Hospitals and Ambulatory Surgery Centers

As you know, the 2021 Leapfrog Hospital and ASC Surveys are open for participation. On behalf of employers and purchasers in our community, the Florida Alliance in partnership with The Leapfrog Group, ask your hospital or ASC to complete the 2021 Surveys.

So far, thousands of facilities nationwide have completed the Leapfrog Surveys in response to purchasers' requests for increased transparency and we expect many more will follow. We strongly urge you to follow the leadership demonstrated by your colleagues and heed the call for participation.

Don't miss out! By participating in the Leapfrog Hospital or ASC Survey, you can see how you perform on quality and safety metrics available from no other source and compare your performance to others in our area and nationally. Purchasers are using this data to identify the best facilities for their employees' care and to enhance their value-based purchasing strategy.

Leapfrog's recently enhanced [public reporting website](#) allows users to search by procedure for both hospitals and ASCs, and better understand safety and quality across facilities. Performance for participating facilities is posted **and those that do not participate are reported as Declined to Respond.**

Participation in the Survey and accessing the results is always free. The Late Submission Deadline for Survey completion is **November 30, 2021**. You can resubmit your Survey at any time throughout the Survey cycle; publicly reported results are updated monthly.

The Florida Alliance for Healthcare Value is a Regional Leader for The Leapfrog Group. We encourage our members and others in the Florida healthcare community to take advantage of the resources provided by The Leapfrog Group and participate in the appropriate surveys.

We would like to invite/remind any ASCs to complete Leapfrog's 2021 ASC survey. Please click [here](#) for more information and access to the survey.



October is Breast Cancer Awareness Month

According to the National Breast Cancer Foundation:

- 1 in 8 women in the United States will develop breast cancer in her lifetime.
- This year, an estimated 43,600 women will die from breast cancer in the U.S.
- Although rare, men get breast cancer too. In 2021, an estimated 2,650 men will be diagnosed with breast cancer in the U.S. and approximately 530 will die.
- Breast cancer is the most common cancer in American women, except for skin cancers. It is estimated that in 2021, approximately 30% of all new women cancer diagnoses will be breast cancer.
- There are over 3.8 million breast cancer survivors in the United States.
- On average, every 2 minutes a woman is diagnosed with breast cancer in the United States.



As reported by the World Health Organization, breast cancer is the most common cancer among women worldwide, claiming the lives of hundreds of thousands of women each year.

In recent years, perhaps coinciding with the decline in prescriptive hormone replacement therapy after menopause, there has been a gradual reduction in female breast cancer incidence rates among women aged 50 and older. Death rates from breast cancer have been declining since about 1990, in part due to better screening and early detection, increased awareness, and continually improving treatment options.

Unfortunately, the COVID-19 pandemic has interrupted some of the progress made.

The coronavirus has disrupted daily life, including the process of seeking health care. Reports from spring and summer 2020 indicated the use of radiologic imaging, including mammography, decreased after the emergence of COVID-19. In June of this year, the CDC reported that the total number of cancer screening tests received by women through the CDC's Early Detection Program declined by 87% during April 2020 as compared with the previous 5-year averages for that month.

Screening declines observed in the Early Detection Program coincided with the rapid increase of COVID-19 cases in spring 2020. Factors that might have contributed to the declines during this time include screening site closures and the temporary suspension of breast cancer screening services due to COVID-19. The requirement or recommendation to stay at home and the fear of contracting COVID-19 also likely deterred women from seeking healthcare services, including cancer screening.

The prolonged delays in screening related to the COVID-19 pandemic may lead to delayed diagnoses, poor health consequences, and an increase in cancer disparities among women already experiencing health inequities.

But the news is not all bad. Sally Owens, spokeswoman for Southeast Health, reports a return to more normal screening levels. In fact, she said they are on track to see even more patients getting mammograms this year than

they had last year.

Raise Awareness about Lung Cancer

Lung cancer is the leading cancer killer of women and men in the U.S. and November ushers in a **Return to Screening Initiative**, an initiative led by the American Cancer Society (ACS), in partnership with the Centers for Disease Control and Prevention (CDC). Genentech, a Florida Alliance Affiliate member, is a founding sponsor and advisor of this nationwide and multi-sector collaboration to promote resuming cancer screening. This project is aimed at meeting the needs of patients during the pandemic, with a focus on communities with the highest disparities. For more information, click [here](#).



Lung cancer-specific resources:

The State of Lung Cancer 2020 Report This report was released by the American Lung Association and contains an analysis at the state & national level of current screening rates, statistics around diagnosis and treatment and disparities in care. Click [here](#) to read the report.

Screen Your Lungs Campaign: Genentech has worked with many lung cancer advocacy groups (including American Cancer Society, American Lung Association, GO2 Foundation for Lung Cancer, LUNGevity and the National Lung Cancer Roundtable) to create an unbranded public service awareness campaign to increase lung cancer screening rates and save lives. The [Screen Your Lungs lung cancer screening campaign](#) provides information and resources and is available to the public.

[Screening for Lung Cancer Infographic](#)- provided by Florida Alliance Affiliate member, Merck.

National Alliance of Healthcare Purchaser Coalitions 25th Annual Forum



This year the National Alliance of Healthcare Purchaser Coalitions hosts their "silver" 25th Annual Forum.

Navigating the hurdles inflicted by COVID-19 over the last year and a half offers a chance to course correct the healthcare industry. The thought leaders

who will attend the National Alliance's Annual Forum have the influence, commitment, and resources to drive shared priorities and define the trends that will drive positive change well into the future.

The diverse 3-day agenda includes Day 1 Keynote, *Addressing Health Equity Together*. Featured on Day 2 is two-time Florida Alliance keynote speaker Dr. Marty Makary presenting, *Healthcare Course Correction - Post Pandemic*. **Florida Alliance President and CEO Karen van Caulil, PhD will moderate a breakout session, *Insights to Advance the Oncology Patient Journey*, on Day 3.** Click [here](#) to view the full agenda.

You may attend the National Alliance 25th Annual Forum in person or virtually. **Employer members of the Florida Alliance are invited to attend as Karen's guest on a first-come, first-served basis using one of the limited number of promo codes we have been issued.** If you are interested in attending, please contact [Lisa Hain](#).

For more information about the National Alliance 25th Annual Forum, including the COVID-19 protocol in place for all participants, click [here](#).

Member Resources



On September 27th, speaker Karen Timmons, CEO, Global Healthcare Resources (GHR) presented on an innovative **accreditation program for businesses/employers on "Safety, Health and Wellbeing"** to Florida Alliance participating employers. GHR recently partnered with Global Healthcare Accreditation (GHA) which launched the program for businesses looking to validate their commitment to safety, health, and well-being to employees, customers, and guests. Accreditation provides third-party validation and builds confidence and trust for getting employees to return to work, reduce vaccine hesitancy, retain clients, and build a competitive edge for recruiting new talent and customers. Click [here](#) to find more about this program.

For additional resources, educational information, and other important briefs provided by the National Alliance of Healthcare Purchaser Coalitions and the Florida Alliance for Healthcare Value, please visit our [website](#).

WELCOME To Our Newest Affiliate Members





#FLHealthValuegrows

Are you interested in sponsoring a newsletter, a webinar, or a future event?
Contact [Lisa Hain](#) for more information.
