



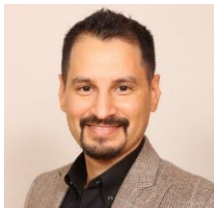
Weekly Bulletin – February 23, 2024

WHAT'S NEW THIS WEEK?

Florida Alliance 2024 – 2025 Board of Directors

We are happy to announce the Florida Alliance Board Members for 2024-2025. The slate was voted in on Thursday, February 22 and Board terms will start at the Annual Meeting on March 12.

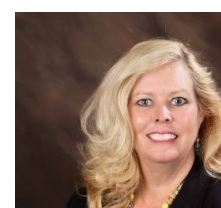
Congratulations and thank you!



**Kenneth Aldridge, Jr.,
RN, BSN, MS-HSA**
Director of Health Services
Rosen Hotels & Resorts



**Yvette M. Best, Ed.D., CCP,
SPHR, SHRM-SCP**
Head of Human Resources
Orange County Government



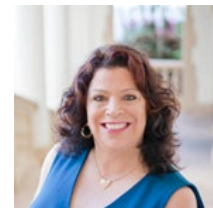
Beth Curran
Senior Director of Risk
Management
Orange County Public Schools



Jair Espinoza, CGBA, BBA, CPP
Group Benefits Manager
City of Miami



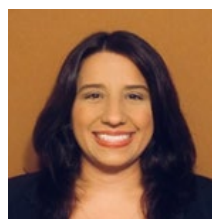
Susan McBroom
Director of Human Resources
Patriot Rail Company



**Stephanie Koch, SPHR,
SHRM-SCP, CHVA**
Director of Human Resources
Hendry Marine/Gulf Marine Repair



Rosa Novo
Administrative Benefits Director
Miami-Dade County Public Schools



Kimberly Ramos
Director of Global Benefits
The Mosaic Company



**Mark Weinstein, CPA, JD,
LL.M., MPH**
President & CEO
ICUBA



EMPLOYER MEMBER EDUCATIONAL PROGRAMS, REPORTS, RESOURCES, AND EMPLOYER LEARNING COLLABORATIVES (ELC)

Recap – Review of The Leapfrog Group Maternity Care Report

On Tuesday, the Florida Alliance held a webinar to review The Leapfrog Group Maternity Care Report. It was an important discussion especially since the statistics in Florida around maternal and child health are not favorable.

In general, there is a need for employers/healthcare purchasers to get more involved. According to Leah Binder, President and CEO of The Leapfrog Group, *“Employers pay for half of US births, and they want the highest quality experience for women and their families. That’s why Leapfrog transparently reports on rates of maternity interventions by hospital, so employers, women, and families have access to this critical information,”*



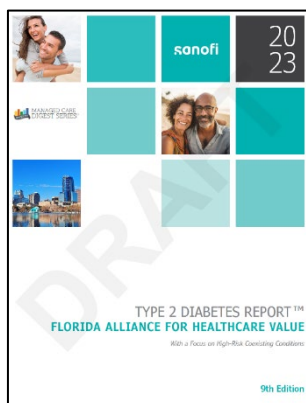
If you missed the discussion, click [HERE](#) to view the recording. To access the slide deck, click [HERE](#).

Additional resources referenced during the webinar:

- [March of Dimes Peristats State Summary for Florida](#)
- [Florida Perinatal Quality Collaborative \(FPQC\) Steering Committee Meeting 2/15/24](#)

Please reach out to Karen van Caulil at karen@flhealthvalue.org if you have any questions.

REMINDER: Employer Member Benefit: Webinar – Diabetes Trend Report for Florida – Wednesday, February 28, 10:00AM – 11:00AM ET



Join us for the review of the 9th Edition of the Florida Alliance for Healthcare Value Type 2 Diabetes Report, sponsored by Affiliate Member Sanofi. We will discuss what actions can be taken based on the utilization and gaps in care trends seen in the report. The presenters will share insights into the data provided in the report, and how it may impact your employees and your organization.

If you have not received a calendar invitation for this webinar, or need it to be re-sent, please contact Lisa Hain at lisa@flhealthvalue.org

REMINDER: Register for the Florida Alliance Annual Meeting - a Virtual Event on Tuesday, March 12, 1:00PM-3:00PM ET

The 40th Annual Meeting of the Board of Directors of the Florida Alliance for Healthcare Value is a free event open to all our members and offers the opportunity to learn about the important work the Florida Alliance is undertaking to improve the quality and value of health care in Florida including new opportunities to engage in our research and educational activities. Click [HERE](#) to register.

Confirmed speakers for this virtual event include:



Leah Binder, MA, MGA
President and CEO
The Leapfrog Group



Shawn Gremminger, MPP
President and CEO
National Alliance of Healthcare Purchaser Coalitions

Leah (who has once again made Modern Healthcare's list of 100 Most Influential People in Health Care) and Shawn will speak about the important work the Florida Alliance undertakes with their organizations.

National Alliance 2024 Health Policy Summit, Washington D.C. – March 13, 3:00-5:30PM

The Purchaser Business Group on Health and the National Alliance of Healthcare Purchaser Coalitions are co-hosting an invitation-only Health Policy Summit in Washington, D.C. on Wednesday, March 13. With our nation on the brink of a healthcare cost breaking point, policymaker and employer/purchaser collaboration is essential to move the market toward a more-affordable, high-quality, equitable system. During this event, key stakeholders will gather to consider how policy, benefits design, and purchasing power can be used to reshape the future of healthcare for America's businesses and working families.



Rosa Novo

A keynote address will be followed by an employer panel including **Florida Alliance Board Chair Rosa Novo, Administrative Benefits Director for Miami-Dade County Public Schools**. Rosa, we know you will do a great job! Thank you for making the time to participate in this summit!

For more information on this event and/or to register, please click [HERE](#).

REGISTER NOW! Annual Conference – 40 Years of Impact: Pioneering Progress in Health Care – Addressing Challenges, Shaping the Future – Monday, May 6

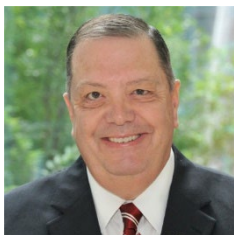
The Florida Alliance Annual Conference, celebrating 40 years of improving the quality and value of health care in Florida, will take place on Monday, May 6, from 8:00AM to 5:00PM at the Rosen Shingle Creek in Orlando.

Keynote Speaker: Dr. David B. Nash



David B. Nash, MD is the Founding Dean Emeritus, and remains on the full-time faculty as the Dr. Raymond C. and Doris N. Grandon Professor of Health Policy at Jefferson College of Population Health. He is internationally recognized for his work in public accountability for outcomes, physician leadership development, and quality-of-care improvement. Dr. Nash's work is well known through his many publications, including his most recent bestselling book, *How COVID Crashed the System: A Guide to Fixing American Health Care*.

Additional confirmed speakers:



Mike Adams
7-Eleven



Chris Deacon
VerSan Consulting



Jeffrey Hogan
Upside Health Advisors



David Kraus, PhD
Outcome Referrals



Lester Morales
Next Impact

Topics include:

- **Advanced Primary Care is Everything**
- **When Will the Price Be Right?**
- **How to Use Data to Drive High Quality Outcomes in Mental Health**

Employer Members can attend the Annual Conference for free by using promo code **EMPLOYER40** when registering. To learn more about the Annual Conference, including hotel information and registration, please visit our website by clicking [HERE](#).

To use the promo code:

1. Click on ADD PROMO CODE to open the promo code window.
2. After entering the promo code EMPLOYER40, click APPLY.
3. When your code has successfully been applied, ADD 1 EMPLOYER TICKET.
4. Click CONTINUE to open the page to fill in your Contact Information.

40 Years of Impact: Pioneering Progress in Health Care - Addressing Challenges, Shaping the Future

Join us in celebrating the Florida Alliance's 40th Anniversary at this year's Annual Conference.

Location: Rosen Shingle Creek, 9939 Universal Blvd., Orlando, FL 32819
Date and time: Mon, May 6, 2024 8:00 AM - 5:00 PM ET
Organizer: Lisa Hain, (407) 425-9500, info@floridalliance.org

FLORIDA ALLIANCE FOR HEALTHCARE VALUE

1 EMPLOYER40 Applied Remove

✔ Your promo code has been successfully applied!

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TICKETS

Florida Alliance Employer Member (free with code) Price: \$249.00	- 1 +
Florida Alliance Healthcare Advisory Council (free with code) Price: \$249.00	- 0 +
Florida Alliance Affiliate Member Price: \$249.00	- 0 +

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Order summary

Florida Alliance Employer Member (free with code) (1)	\$249.00
Subtotal	\$249.00
Promo code	-\$249.00
EMPLOYER40	
Total	\$0.00

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IN CASE YOU MISSED IT

Recap: Cleveland Clinic's *The Cost of Misdiagnosis and Mistreatment* webinar

On February 20, Florida Alliance Health Care Advisory Council Member Cleveland Clinic offered a very informative webinar which explored the impact of diagnostic errors and unnecessary treatment on the cost of health care and the effect on patients.

For those Employer Members unable to attend, you can access the webinar by clicking [HERE](#).



For more information on Cleveland Clinic programs, please contact Janesy Dominguez, Director, Market and Network Services at DOMINGJ4@ccf.org



MEMBERSHIP UPDATE

Welcome to our New Affiliate Members!

Eli Lilly – For more than a century, Eli Lilly and Company has stayed true to a core set of values – excellence, integrity, and respect for people – that guide them in all they do: discovering medicines that meet real needs, improving the understanding and management of disease, and giving back to communities through philanthropy and volunteerism.



Harnessing the power of biotechnology, chemistry and genetic medicine, Eli Lilly's scientists are urgently advancing science to solve some of the world's most significant health challenges. It all started nearly 150 years ago with a clear vision from founder Colonel Eli Lilly: "Take what you find here and make it better and better."

They are not only dedicated to making medicines. Eli Lilly goes beyond medicine to deliver innovative clinical trials that reflect the diversity of our world and work to ensure our medicines are accessible and affordable.

To get more information, contact Susan Abraham, *Senior Director, Employer Engagement* at susan.abraham@lilly.com

Genomic Life - The clinical utility of genetic testing has grown rapidly at the same time that costs have plummeted. Fragmented solutions for genomics do not help. Patients and physicians need an integrated program that takes them from genetic testing through to clinical changes at the point of care.



Genomic Life curates best-in-class, medically actionable genetic testing to offer comprehensive cancer support and genomic baseline services:

- Proactive genetic health screens identify risks and actionable prevention
- Pharmacogenomics helps avoid adverse drug events
- Expanded carrier screening assesses genetic risks in family planning
- A best-in-class solution for cancer patients and their oncologists through the entire cancer journey

Genomic Life is changing the healthcare paradigm by accelerating access to affordable and engaging genomics-based, proactive health solutions. By helping individuals and their healthcare teams navigate the genomics that matter, Genomic Life applies genetic information to inform clinical healthcare, prevent disease, diagnose disease more accurately, and make better treatment decisions.

For more information, contact Kevin McCann, Regional Sales Director at kevin.mccann@genomiclife.com

Moderna – Headquartered in Cambridge, Massachusetts, Moderna is setting out to change the world and make mRNA medicines a reality for humanity.

moderna While messenger RNA is not new technology, Moderna is discovering new ways to use it to treat and prevent illnesses and diseases. Since their founding in 2010, they have worked to build the industry's leading mRNA technology platform. With this technology, they are revolutionizing medicine and developing potential mRNA treatments in shorter periods of time for previously untreatable and emerging diseases. Their mRNA platform, with its speed, scale, and flexibility, is uniquely suited to tackle current and emerging pathogens that threaten global health.

Thank You to Our Renewing Members!

