



## Value-Based Purchasing of Healthcare

A Practical Course for Employers Seeking Greater Value from their Health Benefit Spending

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### Introduction

This Value-Based Purchasing of Healthcare course was developed to educate benefits professionals who are seeking to advance their knowledge, skills, and approaches to building a comprehensive benefits strategy through value-based purchasing of health benefits for a defined population, in order to optimize health, advance health equity, and control costs.

The course builds on the “College for Value-Based Purchasing,” an in-person training program offered more than 20 times since 2004, by a team of national experts from purchaser (employer) coalitions and academic partners. Now, in partnership with University of Central Florida (UCF) Continuing Education and UCF School of Global Health Management and Informatics the course has been updated and is being offered as a virtual learning program taught by faculty from the Florida Alliance for Healthcare Value, HealthCareTN and the Greater Philadelphia Business Coalition on Health, all of which are members of the National Alliance of Healthcare Purchaser Coalitions.

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### Curriculum

The course consists of eight weekly modules, which students can complete asynchronously (on their own time, within the week). Each module includes a recorded lecture with PowerPoint presentation and a few supplemental videos and readings. Students are expected to also participate in the course discussion board. An optional weekly live Zoom chat also will be scheduled for a weekday evening so that students can interact with faculty and each other in real time.

In addition, over the first seven weeks, students will be developing a Customized Action Plan (CAP) – a plan for applying the knowledge gained in the course to their specific work environment. For the eighth course week, students will post selections from their CAP, for discussion and feedback from faculty and fellow students.

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### **Session 1: Introduction and Overview**

- Overview of course objectives, logistics, and customized action plan expectations
- State of quality and value in the U.S. healthcare system
- The policy environment and employer fiduciary responsibility under the CAA
- Overview of value-based purchasing strategies and benefit design
- Principles of program evaluation, and managing vendor accountability
- The role of regional coalitions in supporting employer value strategy

### **Session 2: Driving value through transparency and primary care**

- Measuring and creating transparency on value
- Using data on provider value: network considerations
- Models of primary care
- Role of preventative and primary care in driving value

### **Session 3: Payment reform and promoting efficiency**

- Advancing new models of payment
- Identifying and driving use of high value services through value-based design
- Waste reduction strategies, including Choosing Wisely

### **Session 4: Population health management**

- How to implement lifestyle change programs that work
- Segmenting the population
- Understanding social determinants of health and what to do about them
- Best practices for advancing health equity
- Strategies for engaging consumers through education and incentives

### **Session 5: Pharmaceutical management**

- Promoting appropriate use of pharmaceutical services
- Formulary design
- Effectively contracting with and managing PBMs
- The role of pharmacists in ensuring appropriate use

### **Session 6: Advanced topics in medical and pharmaceutical management**

- Preventing and managing high-cost claims
- Advances in biotechnology, biomarkers, and cell and gene therapy
- New models of financing high-cost interventions

### **Session 7: Tools and resources for employers**

This session presents an overview of toolkits, website, and resources that employers should find of value

- Obesity and diabetes
- Mental health
- Oncology care
- Hypertension and cardiovascular care
- Musculoskeletal care
- Migraine
- PBM management
- High-cost claims

### **Session 8: Presentation of customized action plans**

At the end of the seventh session, participants will be reminded to develop their “customized action plan (CAP)” based on what they have learned throughout the program, and to post their CAPs to the course site, as described above. We will also explore with the students their interest in scheduling a synchronous Capstone session.

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## **Benefits to Students**

Students who complete the course will be able to:

- Describe how the healthcare system operates today and why a value-based approach to employee health benefits purchasing is needed;
- Use knowledge and skills acquired in the program to better negotiate and communicate with health plans and insurance carriers, providers, pharmacy benefit managers (PBMs), benefit consultants, disease management companies, and other vendors;
- Identify and use standardized tools for measuring and reporting the quality and performance of health plans and providers;
- Monitor the impact of benefit purchasing decisions on costs, quality, and value of health benefits;
- Access information resources, business coalitions and other regional and national organizations to support benefit purchasing goals; and
- Understand the implication of health policy on value-based purchasing

The CAP process is designed to allow students to develop a tangible plan for advancing health and value within their purchasing organization. Students will benefit from feedback from an expert faculty and other enrolled students.

Upon successful completion of the course (completion of all modules and a CAP), students will receive a digital Certificate of Completion and digital badge from the University of Central Florida.



## Who Should Enroll

The course is designed for working professionals who are responsible for benefits purchasing and/or administration in an employer or purchaser setting. Other Human Resources professionals and population health professionals in employer settings also will benefit from the course, as will staff of purchaser coalitions. Other professionals who are interested in enrolling should see instructor permission by contacting Neil Goldfarb, [ngoldfarb@gpbch.org](mailto:ngoldfarb@gpbch.org).

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## Registration

Registrations are now being accepted for the 8-week course offering beginning on January 13, 2025. A maximum of 40 students will be enrolled in this cohort, so early registration is encouraged. Thanks to financial support provided by industry sponsors listed below, the tuition for this cohort is \$500 per student, which will be collected by UCF at the time of registration. A limited number of scholarships are available; please contact Neil Goldfarb before registering if you have a financial hardship.

**Use this link** when you are ready to register for the cohort starting in January: [www.ce.ucf.edu/vbph](http://www.ce.ucf.edu/vbph)

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## Course Sponsors

The following organizations sponsored conversion of the course to the virtual environment and offering the course in 2025. Final content of the curriculum was solely controlled by the course faculty.

### Sponsored at the Platinum Level

**Johnson & Johnson**



### Sponsored at the Gold Level

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