



Weekly Bulletin – November 08, 2024

This Weekly Bulletin is a benefit of your organization’s Employer Membership in the Florida Alliance and is meant to **ONLY** be shared within Employer Member organizations unless approval has been given by the Florida Alliance CEO.



ACTION ITEMS

Sharing Requests for Proposals or Information



The Florida Alliance has several Affiliate Members who are very interested in gaining access to you, the employers. The staff at the Florida Alliance are very protective of direct outreach to our Employer Members. In thinking about how to limit direct contact but still offer value to both you and the Affiliate Members, **we would like to ask if you would please consider sending us any Requests for Proposal or Requests for Information that you send out or are sent on your behalf from your**

consultant. Depending on your procurement process it might be a document or a link to a website. The Florida Alliance staff will make sure the appropriate Affiliate Members receive the information to submit a response if they are interested.

If you have any questions or to send the RFP/RFI, please contact Ashley Tait-Dinger ashley@flhealthvalue.org.

The State of Healthcare Webinar - Monday, December 2, 2:00PM – 3:00PM ET

The National Alliance of Healthcare Purchaser Coalitions is hosting a webinar entitled “The State of Healthcare - Attitudes and Approaches for State Policy Intervention to Address High Prices.” This webinar will describe the state policy assessments conducted in Florida, Michigan, and Nevada by Catalyst for Payment Reform. The Florida report was shared in a recent Bulletin. Click [HERE](#) to see the report.



Florida Alliance President and CEO Karen van Caulil will participate in this webinar and will share the insights gained from our participation in this initiative.

Click [HERE](#) to register for the webinar.

Please contact Karen van Caulil at karen@flhealthvalue.org if you have any questions.

29th Annual “Best of the Best” – Register today to make sure you have a seat!

All Florida Alliance Employer Members receive complimentary registration for this always excellent educational and networking event. The free registration code is located below on this page.



The session titles and speakers are:

- **Leveraging the Impact of Innovative Technology in Disease Management**
 - *David Hines*, Executive Director of Benefits, Metro Nashville Public Schools
- **Employer Insights for Oncology Management**
 - *Brian Kehan*, Director of Benefits and Wellbeing, Merck
 - *Rosa Novo*, Administrative Benefits Director, Miami-Dade County Public Schools, and Florida Alliance Board Chair
 - *Sherri Samuels-Fuerst*, VP of Total Rewards, Sargento Foods, Inc.
- **Vaccine Misinformation and Vaccine Hesitancy**
 - *Antonio Iglesias*, Vaccines Medical Director, Pfizer
 - *Thomas Heard*, Senior Director, Payer Account Medical Lead, Pfizer
- **Increasing Benefits While Reducing Cost – A Counterintuitive Approach**
 - *Robert Oyer*, Risk Manager, Lake County School District
 - *Joshua Rubich*, Area Senior Vice President, Gallagher
 - *Michael Stubee*, Vice President of Payor Strategy, Orlando Health
- **How Your Company Can Regain Control of Your Healthcare Program**
 - *Stephanie Koch*, Director of Human Resources, Hendry Marine Industries, Inc. and Florida Alliance Board Vice Chair

Click [HERE](#) to see the full agenda.

Details of the event:

- **Date:** Tuesday, December 10, 2024
- **Registration:** 8:30AM – 9:00AM
- **Program Time:** 9:00AM – 4:00PM ET
- **Location:** GuideWell Innovation Center, 6555 Sanger Road, Orlando, FL 32827
- **Your Member Promo code:** EMPLOYERGUEST24BOTB (Please do not share this code outside your organization. If you have a colleague at an organization that is not a member of the Florida Alliance, please reach out to Karen@flhealthvalue.org for a guest code and flyer that you can share with them.)
- **Register** [HERE](#)

Thank you to **Healthcare Advisory Council member Florida Blue** for hosting this event again.



Thank you to our generous sponsors!



If your organization would like to be a sponsor, if you have any questions, and/or need assistance with your registration, please contact Lisa Hain at lisa@flhealthvalue.org



WHAT'S NEW THIS WEEK?

Employer Member Benefit: "Pulse of the Purchaser" Survey Results and Webinar

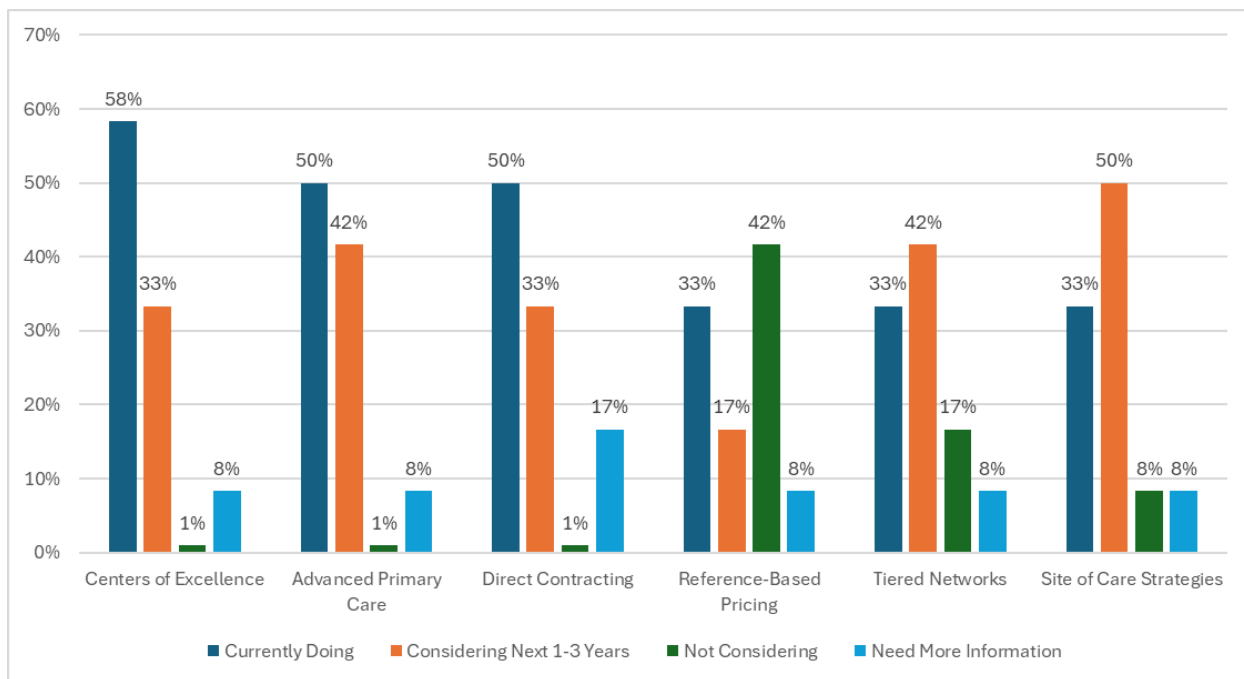


Many of our Employer Members responded to the National Alliance of Healthcare Purchaser Coalitions "Pulse of the Purchaser" survey several weeks ago. Many thanks to those of you who took the time to respond to this comprehensive survey. Over the years, our Employer Members have shared that the results of this survey are useful in their benefits strategy planning. To view the "Pulse of the Purchaser" national results, click [HERE](#).

The National Alliance is hosting "Navigating the Future of Healthcare: Insights from the 2024 Pulse of the Purchaser Survey" webinar Friday, November 13, 11:00AM ET. The webinar will delve into the key findings of the "Pulse of the Purchaser" survey. To register for the webinar click [HERE](#).

The Florida specific results of the survey are being evaluated by the Florida Alliance team to determine our 2025 Plan of Work and will be shared with you as we work through them and make connections with other information and opportunities that we share with you (e.g., see the ICER article later in the Bulletin for the Florida responses to the survey regarding PBMs).

In the “Pulse of the Purchaser” survey findings in the chart below you will see what strategies our Employer Member respondents are considering (and not considering) in the next 1-3 years for addressing their pricing challenges:



A comment provided by one of our Employer Members in this section of the survey is of note: *“Regarding direct contracting, we have been talking to the local hospitals for over a year. We would like a direct contract, but they are not willing to discuss.”*

In order to provide education and opportunities to you to help you meet your goals, we will be sending out a survey to better understand the challenges you are facing (like the hospitals not wanting to direct contract) and what support you need. In some cases, it may be that collective action is a tool you have in your toolbox as a result of your engagement in the Florida Alliance. Having your input in this survey will ensure that our 2025 priorities and our programming are of value.

Please contact Karen van Caulil at karen@flhealthvalue.org if you have any questions.

 **IN CASE YOU MISSED IT**

Running a TPA RFP Process That Is Less of a Wild West Fiduciary Shootout, with Claire Brockbank – Relentless Health Value™ Podcast

You may recognize the name Cora Opsahl from the 32BJ Health Fund. We have referenced her several times in recent months. Her colleague Claire Brockbank is the Director of Policy and Strategy at 32BJ Benefit Funds. Claire spoke at our Annual Conference in 2022 about her successful work in Colorado at Peak Health Alliance. She had just joined 32BJ the week before our conference, so she also shared her

vision for the health fund with us at the time. Since then, Claire has been instrumental in saving 32BJ Health Fund nearly \$100M a year in healthcare spending.



Claire Brockbank

Last month, Claire was interviewed for a Relentless Health Value podcast as a follow up to the podcast done with Cora a few weeks earlier (included in a previous Bulletin). In this podcast, Claire shares strategies for how to gain control of your RFP process. A great suggestion made in the podcast is to send out your contract with the RFP and ask for both to be returned in the submission with redlines to any contract language the respondents cannot agree to. She pointed out that the marketing and sales team usually prepares the RFP response while the legal team deals with the contract and often, they are not on the same page. Having all this information at the outset saves a lot of time for the employer but it can also open the door for dialogue on what changes need to be made by the TPA in order to secure the contract.

During the podcast, Claire shared the contract they used. She encourages other employers to use it and/or adapt it as needed.

To listen to the podcast with Claire, click [HERE](#). To view the model contract, click [HERE](#).

Please contact Karen van Caulil at karen@flhealthvalue.org if you have any questions.

Affiliate Member PeopleOne Health’s New Location Opening

PeopleOne Health (POH) is excited to be hosting the Orlando Region Grand Opening of their newest shared site health center! Plan members of Employer Member Orange County Public Schools will be receiving advanced primary care at this location along with other local employers working with POH.

You are invited to join the leadership team, take a tour, meet the care team of their newest health center, and learn what is next in their Orlando expansion.

The event is being held on Wednesday, November 20, 4:00PM – 7:00PM ET located at 7350 Sand Lake Commons Blvd, Suite 1130, Orlando.

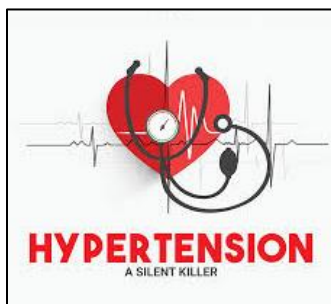
The POH health centers are open to all Employer Members and their employees.

Click [HERE](#) to register.

Please contact Karen van Caulil at karen@flhealthvalue.org if you have any questions or are interested in connecting with POH to learn more.



ICER: New Report Highlights Digital Solutions that Improve Hypertension Control ~ *Peterson Health Technology Institute*



The Peterson Health Technology Institute (PHTI) conducted an independent evaluation that found digital hypertension solutions focused on medication management deliver rapid and clinically meaningful improvements in blood pressure that outperform usual care. **Digital hypertension management solutions will increase short-term healthcare costs; however, it is expected to decrease long-term healthcare costs compared to usual care.**

“Digital medication management solutions support healthcare providers with virtual teams to monitor blood pressure and adjust medications to help bring patients into control within months rather than years.”

Hypertension is one of the most common chronic conditions in the U.S., with many patients unaware they have the disease. Uncontrolled hypertension can increase the risk of other chronic conditions such as heart disease and kidney failure.

Click [HERE](#) to read the article.

Please contact Ashley Tait-Dinger at ashley@flhealthvalue.org if you have any questions.

Axios: Employers Eye PBM Changes Fearing Legal Threat

Pharmacy Benefit Managers (PBMs) are under scrutiny from employers since many are looking for alternative benefit arrangements. In the “Pulse of the Purchaser” survey conducted by the National Alliance of Healthcare Purchaser Coalitions mentioned above in this Bulletin, more than half of the companies polled are considering a change to their PBM within one to three years. Approximately one-third of the employers surveyed have already begun to switch or are considering switching their PBMs.



Employers want more transparent contracts and pricing with more visibility to ensure PBMs are making the right decisions and are complying with the law. In the Florida results from the “Pulse of the Purchaser” survey, 64% of respondents are considering changing their PBM in the next 1-3 years, citing their role as a fiduciary as a reason for re-evaluating their PBM contract while others reported that they are already moving to a pass-through model for improved cost transparency.

Some of the largest PBMs are disputing these characterizations completely, stating that their pricing models have always been fully transparent and meet evolving needs.

Click [HERE](#) to read the Axios article.

Please contact Ashley Tait-Dinger at ashley@flhealthvalue.org if you have any questions.