



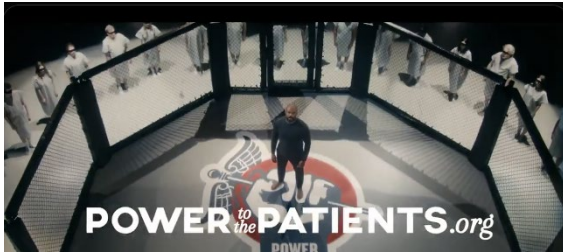
## Weekly Bulletin – February 14, 2025

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.



### WHAT'S NEW THIS WEEK?

#### PSA on Price Transparency: Power to the Patients



Cynthia Fisher, the Founder and Chairman of PatientRightsAdvocate.ORG, and supporter of the Florida Alliance as well as past conference speaker, is also the co-founder of Power to the Patients.ORG.

If you were watching the Super Bowl on Sunday, you may have seen their newly released public service announcement (PSA). **UFC Heavyweight Champion**

**Jon "Bones" Jones** was featured to bring the "fight for transparency in health care" to the forefront.

Jon speaks about hospitals and insurance companies hiding their prices so they can overcharge patients without any accountability. Power to the Patients is fighting for transparency in health care and trying to put an end to patients being left with bills they cannot afford. **Their position is that price transparency is the foundation for cost control and high-value care.**

To view the PSA, click [HERE](#).

Please contact Karen van Caulil at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org) if you have any questions.



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

#### Employer Member Benefit: The 340B Drug Program's Impact on Employers

The National Alliance is currently addressing the high cost of health care that employers and working families face due to the 340B drug program. **The Florida Alliance is the recent recipient of a grant from the National Alliance to educate Florida employers and lawmakers on the unintended consequences of the program.**

As a way to address uncompensated care expenses incurred by nonprofit hospitals, the 340B program was established in the 1990's to enable participating hospitals to



purchase medications at significant discounts. Some of the profit made from selling 340B drugs was expected to be returned to the community by the hospitals to expand access to care for vulnerable populations, although the law itself was vague about that expectation. There is no monitoring of the program that tells us how much money hospitals make on the program and how much money they send back out to the community.

While the 340B situation is complicated with all its moving parts, the bottom line is that 340B hospitals sell the drugs to plan sponsors at the prevailing rate or even higher, a “buy low, sell high” scheme that results in significant profits at the expense of employers and working families.

The National Alliance has set up a webpage that includes information on the 340B program’s impact on employers. To reach this website, click [HERE](#).

Last year we shared a two-part podcast that National Alliance CEO Shawn Gremminger did for “Relentless Health Value” on the 340B program. If you have not yet listened to it, it is an excellent “primer” on the program and its negative impact on employers. You can find the podcasts by clicking [HERE](#) to listen to Part 1 and click [HERE](#) to listen to Part 2.

Please contact Karen van Caulil at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org) if you have any questions. We will be sharing more information in the coming months.

### **Register Today! Florida Alliance 41<sup>st</sup> Annual Meeting of the Board of Directors – Tuesday, March 4, 2:00PM – 3:30PM ET**



The Florida Alliance will be conducting our Annual Meeting of the Board of Directors on Tuesday, March 4. This educational and informational event is free for all our members. It 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.

We are pleased to announce our keynote speaker, Jessica Brooks Woods, CEO of the National Association of Benefits and Insurance Professionals. She is always an inspirational speaker! Jessica will speak to the important work we need to continue to do to improve access to care for all Floridians.

**The Florida Alliance for Healthcare Value’s 2024 Annual Report and 2025 Plan of Work will be presented at this meeting. We will also introduce our 2025-2026 Board of Directors and Officers.**

**If you have accepted the calendar invitation to the Annual Board of Directors Meeting, please make sure that you have also registered. Click [HERE](#) to register for the Annual Meeting for free, no code is needed.**

Please contact Lisa Hain at [lisa@flhealthvalue.org](mailto:lisa@flhealthvalue.org) if you have any questions.

## Register Today! Florida Alliance 32<sup>nd</sup> Annual Conference – Thursday, May 1 at the Rosen Centre Hotel, Orlando

Thank you to Rosen Hotels & Resorts for their generous support of the Florida Alliance in making the Rosen Centre Hotel venue possible for us.

The Florida Alliance will be presenting the Harris Rosen “Most Engaged Employer” Award and the Dr. Jack Mahoney “Healthcare Hero” Award.

The session titles are:

- **Fireside Chat: Food as Medicine**
- **Panel Session: The “Pink” Tax: Inequities and Financial Burdens in Women’s Health**
- **The Future of Employer Sponsored Health Coverage**
- **Luncheon/Award Presentations**
- **Panel Session: Engaging in Health Policy and Advocacy to Drive Value in Health Care**
- **Panel Session: Beyond Blind Trust: A Fiduciary Framework for Managing Employer Healthcare Programs**
- **Session: Future Health: AI’s Role in Population Health Management**



Click [HERE](#) to view the full agenda and who is speaking in the sessions.

### Details of the conference:

- **Date:** Thursday, May 1, 2025
- **Registration:** 8:30AM – 9:00AM ET
- **Program Time:** 9:00AM – 5:00PM ET
- **Location:** Rosen Centre Hotel, 9840 International Dr., Orlando, FL 32819
- **Your Member Promo Code: 2025EMPLOYERAC** (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](mailto:Karen@flhealthvalue.org) for a guest code that you can share with them.)
- **Register** [HERE](#)

The Florida Alliance has secured a block of rooms at the Rosen Centre Hotel at a discounted rate of \$163.00 + tax/room. Discounted rooms are available on a first-come, first-served basis until **March 31, 2025**, or until the block has sold out, whichever comes first.

Please contact Lisa Hain at [lisa@flhealthvalue.org](mailto:lisa@flhealthvalue.org) if you have any questions about logistics and registration. If you have any questions about the sessions or speakers, please reach out to Karen van Caulil at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org).



## BOARD OF DIRECTORS

### **Board Election Being Held During All Employer Member Meeting – Wednesday, February 19, 11:00AM – 12:00PM ET**

The Florida Alliance Board of Directors held its Q1 Board meeting earlier this month, and the Nominating Committee presented their recommendation to the Board to bring on a new Director. Their recommendation, which was unanimously accepted by the Board, was to move Dawn Hunt, Director of Human Resources at MarineMax, forward to the full membership to vote.

At our next All Employer Member Meeting, we will be asking each Employer Member organization to vote to bring Dawn on to the Board. Dawn has been at MarineMax since 2001 and previously worked at Gulfwind Marine at Palm Island and Sun Honda. She is a highly qualified and engaged leader from our Employer Member community and the Nominating Committee of the Board feels strongly that Dawn will be an asset to our Board of Directors.



*Dawn Hunt, Director of  
Human Resources of  
MarineMax*

#### **The agenda for this meeting is:**

**11:00AM – 11:30AM    Presentation of the Florida Diabetes Trend Report**

**11:30AM – 11:35AM    Board of Directors Vote**

**11:35AM -12:00PM    Project and Event Update**

**How will voting work?** The main contact for each Employer/Healthcare Purchaser Member will be asked to cast a vote on behalf of their organization. The main contact for each Employer Member will have received a calendar invitation for this meeting. If you are the main contact and unable to attend, please make sure to give your vote to another individual at your organization who will be attending so they may cast a vote.

Calendar invitations have been sent out. If you did not receive the calendar invitation or need to have it re-sent, please contact Lisa Hain at [lisa@flhealthvalue.org](mailto:lisa@flhealthvalue.org).



## HEALTH POLICY

### **ACTION ITEM: Request to Support Dental Therapy Bill**

Florida Alliance President and CEO Karen van Caulil was in Tallahassee this week meeting with several elected officials to speak about the need for improved transparency of healthcare cost and quality as well as other issues of importance to employers. **Representative Linda Chaney asked if we would once again support her bill to make dental therapists an approved and reimbursable dental provider level in Florida.** Last year, her bill did not pass because of the legislature's primary focus on the large Live Healthy legislation that was signed into law.



*Karen van Caulil and  
Rep. Linda Chaney*

Dental therapists fall between dental hygienists and dentists in the services they are able to provide and would be a key strategy to increase access to dental services in the state. **Florida leads the nation (not in a good way!) in the number of individuals who live in a designated Dental Health Professional Shortage Area. It is estimated that 6 million Floridians live in a shortage area.**

As you know, poor oral health impacts an individual's physical and mental health and can also be life threatening. **Staff review of the issue indicates that dental therapists are a cost-effective way to increase access to needed dental care and can reduce expensive emergency room visits.**

The bill filed by Representative Linda Chaney can be found [HERE](#).

**If you would like your organization to be listed in this letter as a show of support,** please email Karen van Caulil at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org) by February 21. We had several employers show their support last year and Representative Chaney was very appreciative!

### **Employer Health Policy Priorities: Letter to Congress and the Trump Administration**

On Friday, February 7 the National Alliance released a letter to Congress and Administration explaining that employer sponsored healthcare coverage has more than doubled and out-of-pocket costs for employees is three times higher than it was in 2005.

Florida Alliance President and CEO Karen van Caulil signed this letter in her role as the co-chair of the National Alliance's Health Policy Strategy Group.

**The National Alliance has recommended the following to the Administration as they develop their health policy agenda:**



- **Defend ERISA Preemption**
- **Ensure Data Access and Transparency**
- **Lower Prescription Drug Prices**
- **Re-establish Competition in the Hospital Market**
- **Rapidly Accelerate Value-Based Purchasing**

To read the Letter to Congress and the Trump Administration, click [HERE](#).

Please contact Karen van Caulil at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org) if you have any questions.





## IN CASE YOU MISSED IT

### **ACTION ITEM: The “Dr. Jack Mahoney Healthcare Hero” Award – Nominations Requested**



Is there someone in your community who stands out as a champion of health care for Floridians who we should recognize for their contribution? The Florida Alliance is seeking nominations for our Annual “Dr. Jack Mahoney Healthcare Hero” Award which will be presented at our Annual Conference in May.

Past awardees include Dr. Jack Mahoney for whom the award was named, Harris Rosen from Rosen Hotels & Resorts, Dr. Debra Pace from the School District of Osceola County, Dr. William Sappenfield of the Florida Perinatal Quality Collaborative, Linda Sutherland of the Healthy Start Coalition of Orange County, Tommy Inzina from BayCare, and Mayor Jerry Demings of Orange County.

**This award is presented to someone whose passion and leadership in driving healthcare quality and value has vastly improved the health of Floridians.**

Please email Karen van Caulil at [karen@flhealthvalue.org](mailto:karen@flhealthvalue.org) if you would like to nominate someone for consideration or have any questions.

### **ICER Publishes Evidence Report on Treatment for Acute Pain**



On February 5, the Institute for Clinical and Economic Review (**ICER**) released their revised evidence report assessing the comparative clinical effectiveness and value of suzetrigine (Vertex Pharmaceuticals) for the treatment of acute pain. The FDA approved suzetrigine for acute pain on January 30, 2025. The manufacturer announced a US price of approximately \$232.50 for a one-week course of treatment for acute pain. When compared to treating with opioids, ICER expects the treatment to be cost saving from a lifetime perspective because of cost offsets due to fewer patients developing opioid use disorder.

To read the Evidence Report, click [HERE](#).

Please contact Ashley Tait-Dinger at [ashley@flhealthvalue.org](mailto:ashley@flhealthvalue.org) if you have any questions.

***Please note that there will not be a Weekly Bulletin sent out next week. The next Bulletin will arrive back in your inbox on Friday, February 28. Please have a safe and enjoyable holiday weekend!***

The Central Florida Health Care Coalition, Incorporated d/b/a Florida Alliance for Healthcare Value is providing this information to our employer members solely in our capacity as a 501c3 nonprofit education organization and not as advice in any capacity. The information that is not in the public domain is private and confidential.