



Weekly Bulletin – March 7, 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?

Florida Alliance 41st Annual Meeting of the Board of Directors

We held our 41st Annual Meeting of the Board of Directors on Tuesday, March 4, presenting the 2024 Annual Report and the 2025 Plan of Work. In addition, the 2025-2026 Board of Directors and Officers were announced. We welcomed our newest Florida Alliance Board member, Dawn Hunt with MarineMax, and welcomed Kenneth Aldridge with Rosen Hotels & Resorts as a member of the Executive Committee and our new Treasurer/Secretary.

The Florida Alliance would like to thank Kimberly Ramos with The Mosaic Company for her six years of service on the Board including serving as Vice Chair. Thank you also to Yvette Best, formerly with Orange County Government, who served on the Board of Directors for two years including a year as Treasurer/Secretary.

Board of Directors:

Executive Committee



Ex Officio
Karen van Caulil
President and Chief Executive Officer,
Florida Alliance for Healthcare Value



Treasurer/Secretary
Kenneth Aldridge, Jr.
Director of Health Services,
Rosen Hotels & Resorts



Board Chair
Rosa Novo
Administrative Benefits Director,
Miami-Dade County Public Schools



Vice Chair
Stephanie Koch
Director of Human Resources,
Hendry Marine Industries, Inc.



At-Large Director
Susan McBroom
Director of Human Resources,
Patriot Rail Company



At-Large Director
Beth Curran
Senior Director of Risk Management,
Orange County Public Schools

Directors



Jair Espinoza
Group Benefits Manager,
City of Miami



Mark Weinstein
President and Chief Executive Officer,
Independent Colleges and
Universities Benefits Association, Inc.



Sara Holtzman DeMarino
Wellness and Employee Engagement
Program Administrator,
LYNX Transportation



Dawn Hunt
Director of Human
Resources,
MarineMax

Our keynote speaker was Jessica Brooks Woods, CEO of the National Association of Benefits and Insurance Professionals. Jessica did an inspiring talk on “Health Equity Reimagined: Navigating the Current Landscape with Policy, Progress, and AI.”

We will be providing her slide deck, the meeting recording, and our 2024 Annual Report in next week’s Bulletin.

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

Hill Visit: 2025 Health Policy Summit

The National Alliance of Healthcare Purchaser Coalitions and the Purchaser Business Group on Health (PBGH) co-hosted the *2025 Health Policy Summit: Policy Change and Employer Leadership to Achieve Affordable Healthcare in a Functional Market* on Thursday, March 6, in Washington, DC. Key stakeholders gathered to consider how policy, benefits design, and purchasing power can be used to reshape the future of health care for America’s businesses and working families.

Morgan Griffith, U.S. Representative for the 9th District of Virginia, was a keynote speaker during the Summit. Other sessions included: *Forging the Path Ahead: Policies Needed to Improve Affordability*, *The Latest from Capitol Hill on Healthcare Transparency Reforms*, *Bridging the Gap Between Policy and Practice in the Commercial Market*, and *Improving Affordability and Transparency: Employer Innovations Driving Market Reforms*.



Bret Jackson, President and CEO of the Economic Alliance for Michigan, was the moderator for “The Latest from Capitol Hill on Healthcare Transparency Reforms” panel. The panel session included: Patrick Dumas, Chief Health Council of the Ways and Means Subcommittee on Health, Saha Khaterzai, Senior Professional Staff Member at the House Committee on Energy and Commerce, Nolan Ahern, the Deputy Policy Director in the House Ways and Means Committee, and Lizzy Burke, the Legislative Assistant to Senate Minority Leader Chuck Schumer. Some of the topic areas discussed are listed below.



Karen van Caulil, President and CEO of the Florida Alliance, and Rosa Novo, Administrative Benefits Director, Miami-Dade County Public Schools, and Florida Alliance Board Chair, attended this event and visited with several elected officials and their staff. Also participating in the Hill Visits were the National Alliance and PBGH staff, and several other coalition leaders. Many coalition directors brought with them employer members serving on their Boards.



Special thanks to Rosa for making this trip and for sharing her insights!

The policy priorities discussed on the Hill were:

- 1. Congress and the Administration should protect and strengthen ERISA pre-emption**
- 2. Congress should pass policies that reform Pharmacy Benefit Manager (PBM) business practices in the commercial market (e.g., 100% pass-through of rebates, discounts, fees, and other manufacturer payments to plan sponsors)**
- 3. Congress and the Administration should strengthen and enforce the Consolidated Appropriations Act of 2021's assurance of unrestricted purchaser data access**
- 4. Congress should codify the Hospital Price Transparency and Transparency in Coverage Rules into law and should increase penalties for hospital and insurer noncompliance**
- 5. The Administration should address market consolidation among health systems and insurers (including PBMs) that increase costs without increasing quality of care**
- 6. Congress should pass legislation that will implement site neutral payment policies (e.g., eliminate or restrict facility fees)**
- 7. Congress should prohibit anticompetitive terms in contracts between providers and insurers, such as "all or nothing," "gag," and anti-steering/anti-tiering clauses**



The conversations were productive. We will keep you posted. Please contact Karen van Caulil at karen@flhealthvalue.org if you have any questions.

Florida Seeks Drug Prescription Data with Names of Patients and Doctors



On Wednesday, March 5, *The New York Times* published an article "Florida Seeks Drug Prescription Data with Names of Patients and Doctors." The State's insurance regulators are raising privacy concerns by asking for extensive detailed information about patients and their medications. The State's defense to collecting this data is in theory, making sure Pharmacy Benefit Managers (PBMs) are compliant with the 2023 state law overseeing PBMs to lower drug prices and rein in the PBMs. In addition, the State is also collecting this data to ensure that physicians are compliant with the Florida six-week abortion ban, requiring doctors who prescribe

abortion pills to dispense them in person, not through the mail. A letter has been sent to the Office of Insurance Regulation from the American Benefits Council to withdraw its order to turn over the information. Karen van Caulil has reach out to the Office with several questions about how the data will be collected, securely stored, used, and disseminated. We will keep you posted on what we learn.

Rosa Novo, Administrative Benefits Director, Miami-Dade County Public Schools, and Florida Alliance Board Chair was interviewed for the article, stating that she is unclear why this level of detailed information about patients and their medications is needed in the State's efforts to address drug prices. Rosa further added that she believes her doctor should be the only one with access to that information.

To view the article from *The New York Times*, click [HERE](#). You will need a subscription to access the article.

To view the article without a subscription, click [HERE](#). The article will only be available for a short period of time, which is out of our control.

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

Employer Member Benefit: The Florida Alliance is now a SHRM Recertification General Provider



We are pleased to announce that the Florida Alliance is now a Society for Human Resource Management (SHRM) Recertification General Provider! We are now authorized to award SHRM Professional Development Credits for HR knowledge and competency programs that align with the SHRM Body of Applied Skills and Knowledge® (the SHRM BASK®). When available, we will provide these credits for our events and webinars. The details will be included in the marketing of the events with how many hours are available and how to receive your certificate of

completion. Our understanding is that the Human Resource Certification Institute (HRCI) accepts SHRM credit, but the attendee must submit their request online to HRCI.

Please contact Hannah McChesney at hannah@flhealthvalue.org if you have any questions regarding this new Employer Member Benefit.



ACTION ITEMS

Sharing Requests for Proposals or Information



The Florida Alliance has in our membership 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.



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

Employer Member Benefit: Engaging Employers to Action: PBM Resources for Realignment and Success Webinar – Tuesday, March 11, 3:00PM – 4:00PM ET



The National Alliance is taking a deep dive into the resources that are available for employers to help address misalignment between employers and their pharmacy benefit management (PBM) service providers. This National Alliance webinar will give you the

knowledge and strategies needed to foster a more transparent and compliant relationship with your PBM and will include review of several employer-focused resources like infographics and a vendor engagement template. Other topics include review of the action steps outlined in the [2023 PBM Playbook](#), a discussion of the current PBM landscape with a focus on transparent PBM pricing, and a review of Consolidation Appropriation Act compliance issues.

To register for the webinar, click [HERE](#) and to view the PBM Misalignment Initiative Final Report, click [HERE](#).

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

Register Today! Florida Alliance 32nd 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.

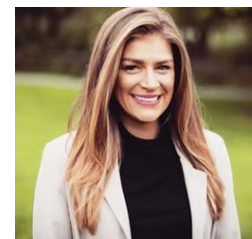
The Florida Alliance will be presenting the Harris Rosen “Most Engaged Employer” Award and the Dr. Jack Mahoney “Healthcare Hero” Award.

Session Spotlight:



Rocio Diaz

Rocio Diaz, MBA, Director, Healthcare Market, Florida and Puerto Rico, and Health Equity Ambassador at Genentech, and Kim Kozeny, Vice President, Employer Partnerships at The Lactation Network, will participate in a panel session that Karen van Caulil, President and CEO of Florida Alliance will moderate, on “The ‘Pink’ Tax: Inequities and Financial Burdens in Women’s Health.”



Kim Kozeny



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

Details of the conference:

- **Date:** Thursday, May 1, 2025
- **Registration and Breakfast:** 8:00AM – 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 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 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.



IN CASE YOU MISSED IT

Executive Order: Actions to Make Healthcare Prices Transparent

On Tuesday, February 25, an Executive Order was issued by the White House to empower employers and patients with clear, accurate, and actionable healthcare pricing information. The order directs the Departments of the Treasury, Labor, and Health and Human Services to rapidly implement and enforce the Trump healthcare price transparency regulations.

- The Departments will ensure hospitals and insurers disclose actual prices, not estimates, and take action to make prices comparable across hospitals and insurers, including prescription drug prices.
- The Departments will update their enforcement policies to ensure hospitals and insurers are in compliance with requirements to make prices transparent.

PRESIDENTIAL ACTION
**MAKING AMERICA
HEALTHY AGAIN BY
EMPOWERING PATIENTS
WITH CLEAR, ACCURATE,
AND ACTIONABLE
HEALTHCARE PRICING
INFORMATION**

Corporate entities like hospitals and insurance companies benefit at the expense of patients when healthcare prices are hidden. Having price transparency will help lower healthcare prices and help patients and employers get the best deal on health care.

To view the Executive Order, click [HERE](#) and to view the “Fact Sheet,” click [HERE](#).

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

Trump Administration Backs ACA Preventive Coverage Mandate



The Supreme Court scheduled arguments for April 21 in a case that could decide the legality of the Affordable Care Act's (ACA) requirement that insurers cover certain preventive services. **The Trump Administration plans to defend the ACA mandate that requires insurers to cover certain preventative services for health plan members without cost-sharing.**

The central question is whether the Court of Appeals erred in ruling that the United States Preventive Services Task Force's structure violates the Appointments Clause of the Constitution.

To read the brief that was filed, click [HERE](#) and to read the Braidwood versus Becerra case, click [HERE](#).

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

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.