

College for Value Based Purchasing of Health Benefits

July 19-21, 2010

Dorrance H. Hamilton Building
1001 Locust Street
Philadelphia, PA



Jefferson[®]
School of Population Health

Overview

The College for Value Based Purchasing of Health Benefits was created in 2004 to help employee benefit managers meet the growing challenges of providing high quality health benefits and managing rising benefit costs. The College offers a practical, intensive program that focuses on benefit purchasing techniques and skills that emphasize improving the value, quality/cost ratio, and effectiveness of health care services purchased on behalf of employees. Since its inception, the program has held 14 sessions. Class size is capped at 40 registrants per session to ensure a personalized approach to learning.

Program Structure

Each regional training program offered by the College is limited in size to ensure that attendees have an opportunity to interact with faculty and customize learning to their individual organization's needs. The training program is administered through didactic and small group discussion sessions and includes time for application of learning principles to the development of an organization-specific customized action plan.

Course Objectives

Attendees of the College for Value Based Purchasing of Health Benefits will be able to:

1. Describe how the health care system operates today and why a value based approach to employee health benefit purchasing is needed;
2. 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;
3. Develop and implement customized action plans for health benefits purchasing within their own organizations in order to reduce costs, increase quality, and/or improve the value of purchased benefits;
4. Identify and use standardized tools for measuring and reporting the quality and performance of health plans and providers;
5. Monitor the impact of benefit purchasing decisions on costs, quality, and value of health benefits;
6. Access information resources, business coalitions and other regional and national organizations to support benefit purchasing goals.

Format

The program consists of the following components:

- Instructional modules integrating content and skills development through presentations, case studies and interactive discussions;
- Reference guide and materials reflecting the most current readings, websites, and sources of information on value based purchasing;
- Customized action plan (CAP) for the individual employer developed by the participant with assistance from nationally recognized experts; and,
- Consulting assistance and access to fellow alumni and program faculty.

Who Should Attend

The College is enrolling those individuals who are currently benefit managers, human resources directors, chief financial officers, or other direct purchasers of health benefits, as well as individuals who act on behalf of employers, such as brokers and benefits consultants.

Program Schedule

The Program Schedule includes didactic presentations, case studies, and time to develop an individual customized action plan (CAP). The following schedule summarizes topics covered on each day of the program:

Day 1

- Registration (8 a.m. to 9 a.m.)
- Welcome, Introductions, and Course Overview
- The Need for a Value Based Purchasing Approach: The State of Quality In The U.S.
- Overview of Value-Based Purchasing
- Reflections on The Problem and The Solution
- Getting, Understanding, and Using Provider Data In Your Benefits Purchasing Strategy
- Getting Your Data, and Using It to Improve Your Purchasing Strategy
- Customized Action Plan (CAP): Overview and Work Groups

Day 2

- Partnering with Business and Health Coalitions to Achieve Value
- The Power of Partnerships In Achieving Market Change
- Secrets to Consumer Activation and Engagement
- Paying for Performance and Creating Transparency In The Health Care Market
- Aligning Incentives to Achieve Provider and Patient Behavior Change
- CAP Work Groups

Day 3

- Practical Strategies for Improving Value for The Pharmacy Benefit
- Health and Disease Management: Program Design and Evaluation
- Supply Chain Management: Getting More Value for Your Money
- Strategies for Implementing Change, Getting Buy-In, and Achieving Value
- Putting It All Together: Employer Experience In Creating Value
- Discussion of Group and Individuals CAPs
- Wrap Up and Adjournment

Venue

The July 2010 session of the College will be held in Philadelphia, Pennsylvania on the campus of Thomas Jefferson University. Although there is not an official conference hotel, many hotels are a short distance from the Jefferson campus. To make room reservations, visit the official visitors website for Greater Philadelphia at www.visitphilly.com. For more information on area hotels, you are also welcome to call Jeannine Kinney, the Program Coordinator (see contact information under “registration.”)

For more information, visit www.cvbp.org



Program Faculty

Directors

Andrew Webber

President and CEO

National Business Coalition on Health
Washington, DC

Neil Goldfarb

Associate Dean for Research

Jefferson School of Population Health
Philadelphia, PA

Jerry Burgess

President and CEO

HealthCare 21 Business Coalition
Knoxville, TN

Additional Faculty

David B. Nash, MD, MBA

Dean

Jefferson School of Population Health
Philadelphia, PA

Christopher V. Goff, JD, MA

President and CEO

Employers Health Purchasing
Corporation of Ohio
Canton, OH

Philip J. Randsdell

*Director Compensation
& Benefits HR Analytics*

Nissan North America
Smyrna, TN

Carolyn Pare

CEO

Buyers Health Care Action Group
Bloomington, MN

Jerry Reeves, MD

Principal

Health Innovations
Las Vegas, NV

Registration

Make a copy of enrollment form and mail or fax to:

Jeannine Kinney

Program Coordinator

Jefferson School of Population Health
1015 Walnut Street, Suite 115
Philadelphia, PA 19107
Tel: 215-955-0194
Jeannine.Kinney@jefferson.edu

Questions or Special Needs?

Please call **215-955-0427** or email:

Neil.goldfarb@jefferson.edu

Cancellation Policy

In the event that you are unable to attend, registration is transferable to an individual within your institution who meets the criteria for matriculation: or, you may defer your participation to a future college course offering.

Here's what a few program graduates have to say:

“The speakers taught us the right questions we need to be asking of our insurance carriers, consultants/brokers, and pharmacy benefits plans.”

“The program modules were very informative and thought-provoking... there are quite a few steps I plan on taking to significantly improve my city's health benefits program.”

“The College has been better than any training or conference I've been to since I started working in benefits 13 years ago.”

Registration Form

In order to maintain the individualized focus of the College, enrollment is limited so register as soon as possible. Make a copy of this form and mail or fax to the contact information provided at the left of the form.

Last Name	First Name	Personal Title (Dr., Mr., Mrs., Ms.)
Preferred Name for name badge		
Degrees and Professional Certifications		
Job Title		
Organization	Department	
Mailing Address		
City	State	Zip
Telephone	Facsimile	E-Mail

Registration fees include the three-day program, meeting materials, breakfast, lunch, and snacks each day. Payment must be received with registration or at least 10 days prior to the first day of the program.

Registration fee: \$1,100

Check (Payable to: College for Value Based Purchasing of Health Benefits)

I hereby authorize use of my: Visa Mastercard Amount \$ _____

Account Number	Expiration Date
Cardholder's Name	Signature

Purchase Order _____ Purchase Order # _____

Attention		
Organization		
Mailing Address		
City	State	Zip

Member of a business coalition? Yes No

Coalition Name



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1015 Walnut Street, Suite 115
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College for Value Based Purchasing of Health Benefits

HCC21

HealthCare 21 Business Coalition

FOUNDED 1997

Reducing Costs
Improving Quality
Creating Value



National Business
Coalition on Health