



**PBGH**  
Pacific Business  
Group on Health

**For immediate release**

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**PACIFIC BUSINESS GROUP ON HEALTH TO BE HONORED BY  
UC BERKELEY WITH PUBLIC HEALTH HERO AWARD**

SAN FRANCISCO—On March 18, 2005, the School of Public Health at the University of California, Berkeley, will present its Public Health Hero award to the Pacific Business Group on Health (PBGH) at the 9<sup>th</sup> annual Public Health Heroes Awards Ceremony, to be held at the Exploratorium in San Francisco. PBGH will receive the Organizational Hero award for its important contributions in creating innovative solutions that address the pressing health care issues facing purchasers today.

“This community-based award recognizes the wide-ranging impact of initiatives undertaken by PBGH members to advance quality and value in health care,” noted Peter V. Lee, President and CEO. “PBGH works collaboratively with leading health plans, provider organizations, researchers, consumer groups, and other stakeholders to shape health innovations that become industry practice.” Both large and small employers benefit from PBGH’s leveraged buying power and efforts to report comparative performance information across health plans, physician groups, physicians, and hospitals.

PBGH is one of three honorees receiving a 2005 award; the others are Ciro de Quadros, M.D., M.P.H. (International Hero); and Sarah Weddington, J.D. (National Hero). The Public Health Heroes honor was established by the UC Berkeley School of Public Health to broaden people’s awareness and understanding of the public health field by recognizing individuals and organizations for their significant contributions and exceptional commitment to promoting and protecting the health of the human population. For tickets and information about the Public Health Heroes Awards Ceremony, visit <http://www.publichealthheroes.org>.

PBGH, founded in 1989, is one of nation’s top business coalitions dedicated to improving the quality and effectiveness of health care while moderating costs. A respected voice in state and national health care dialogues, PBGH is a founding member of the Leapfrog Group and the Consumer-Purchaser Disclosure Group, leading advocates for nationally standardized quality metrics. Results-oriented and member-driven, PBGH encourages value-based purchasing, measurement of quality and improvement, and engagement of consumers. Altogether, PBGH’s 50 large purchaser members provide health care coverage to more than 3 million employees, retirees, and dependents. PBGH also oversees Pacific Health Advantage, a small business purchasing group, which includes nearly 10,000 of California’s small businesses with 2 to 50 employees.

Previous organizational recipients of the University of California, Berkeley, Public Health Hero award have included Glide Memorial Church, the San Francisco Department of Public Health, Kaiser Permanente, and the Homeless Prenatal Program.

The mission of the UC Berkeley School of Public Health is to develop, apply and share knowledge from multiple disciplines that promote and protect the health of the human population, with sensitivity to multicultural perspectives and informed by human rights.

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