

## **New PBGH research will help consumers choose the right health plan to meet their needs through the exchange**

Choosing "the right" health plan through the new health insurance exchange could be a daunting task for a consumer; there are so many different levels of information to consider, including benefit designs, in-network providers and subsidy calculations. Thanks to a new grant from the Robert Wood Johnson Foundation, PBGH will be working to make that choice easier. Drawing on its experience in designing consumer choice tools, PBGH will conduct new research with consumers to assess what types of information and decision-supports they need to choose the plan that is right for their needs. "This will help us to design tools so the consumer can choose the plan that provides the best value to them, looking at clinical quality, patient satisfaction and affordability," explains Ted vonGlahn, Senior Director for Pacific Business Group on Health.

PBGH has also been providing critical insights to CMS about other key design and implementation issues for the Exchanges, including performance measures that should be used to evaluate the quality of participating health plans and their affiliated providers, as well as standards for "qualified health plans" participating in the Exchanges, based on our expertise in purchasing strategies for large employers. In early October, CMS officials from the agency's Center for Consumer Information and Insurance Oversight (CCIIO) will meet with PBGH employer members and other stakeholders to learn more about how to drive improved quality in the exchanges. For more information, contact Bill Kramer at [wkramer@pbgh.org](mailto:wkramer@pbgh.org).

## **New cycle of California Physician Performance Initiative kicks off, providing valuable data on doctors' performance, including efficiency**

Physicians have a tremendous influence on how health care is delivered; they serve as key advisors and advocates to patients, and make decisions that control 87 percent of personal health spending. PBGH's California Physician Performance Initiative (CPPI) is the largest data collection effort of its kind nationwide, working with health plans to collect performance information on more than 15,000 California physicians. Physicians review their own scores and have the opportunity to make any needed corrections.

PBGH works with all of the participating health plans to put the performance results to use for applications like member choice of

### **Leaders in Action**

*On September 19th, **PBGH's Executive Director of National Health Policy, Bill Kramer**, will present at the World Health Care Congress on Exchanges. Learn more at [www.worldcongress.com/exchanges](http://www.worldcongress.com/exchanges).*

*On September 25th, **PBGH's Senior Manager Amanda Goltz** will present at the Annual Health 2.0 Conference as part of a panel: Employers 2.0. Goltz will discuss how employers' role in a post reform world, including how to leverage technology and identify good investments in the quality and affordability of care for their employees. More information is available at <http://www.health2con.com/conferences/san-francisco-2011/>.*

*On September 26th, **PBGH will team up with the Society for Participatory Medicine** for a special evening event: Understanding the Value of Participatory Medicine: a Dinner Dialogue. To learn more email [nkohleriter@pbgh.org](mailto:nkohleriter@pbgh.org).*

***PBGH Director Emma Hoo** shared the purchaser perspective on what is needed in the health insurance exchange in a California HealthCare Foundation series: California's Health Benefit Exchange: The Future Envisioned. Read more at <http://www.chcf.org/publications/2011/08/health-benefit-exchange-visions>.*

*Meanwhile, **PBGH Executive Director for National Health Policy Bill Kramer** shared his insights on what it will take*

doctor, quality improvement, contracting for value and provider performance monitoring.

This year, CPPI data will begin to include details about the cost of care; physicians' and medical groups' efficiency and appropriateness of care will be measured and evaluated as well. Many PBGH member companies contribute their self-funded data to this important information gathering effort.

"Quality and cost data are important, and patients have the right to know both when they select a physician," explains David Lansky, CEO of PBGH. "CPPI is really about putting performance information to use -- for consumers, for provider payment, and for health care quality improvement."

### **PBGH Member Silicon Valley Employers Forum begins efforts to improve maternity care in Silicon Valley hospitals**

Elective early inductions -- inducing labor before a fetus is 39 weeks along -- is associated with significant health risks for both mother and baby; yet the number of early elective inductions is on the rise. Silicon Valley Employers Forum (SVEF), a member of PBGH, will take an active role, working with Silicon Valley based hospitals to reduce their elective early induction rates. SVEF will focus on 17 hospitals, conducting outreach and education and urging them to reduce these rates. (Leapfrog, the "gold standard" measure for hospital safety and quality, recommends hospitals have an early induction rate no higher than 5 percent). SVEF will also be communicating with member company employees, educating them about the risks of early induction. For more information, contact Lauren Vela at [lvela@sveforum.org](mailto:lvela@sveforum.org).

*to make the small business exchange a success in a [new PBGH issue brief](#).*

#### **About PBGH**

Pacific Business Group on Health is one of the nation's top business coalitions focused on health care. Our 50 large purchaser members spend billions of dollars annually to provide health care coverage to more than 3 million employees, retirees and dependents in California alone. PBGH is a respected voice in the state and national dialogue on how to improve the quality and effectiveness of health care while moderating costs. Partnering with the state's leading health plans, provider organizations, consumer groups and other stakeholders, PBGH works on many fronts to promote value-based purchasing in health care.

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