



2025
PBGH Moonshot Awards Summary Report

Overview

Purchaser Business Group on Health (PBGH) members pursue ambitious goals to advance quality, improve affordability, and promote equity in health care. Through the annual Moonshot Awards, PBGH recognizes innovative employers and public purchasers that are reimagining the status quo to achieve their health care and benefits “moonshots” across four strategic categories:

- (1) Advanced Primary Care
- (2) Health Care Affordability & Accountability
- (3) Maternal Health & Birth Equity
- (4) Inclusive Health & Well-being

Acknowledgments

Award applications are reviewed by a diverse committee of benefits, health care, human resource, and well-being leaders from PBGH member organizations. PBGH is grateful to the 2025 Moonshot Awards Selection Committee for their engagement:

Steve Halterman, State of Colorado

Statewide Wellness Manager

Leslie Rife, Robert Half

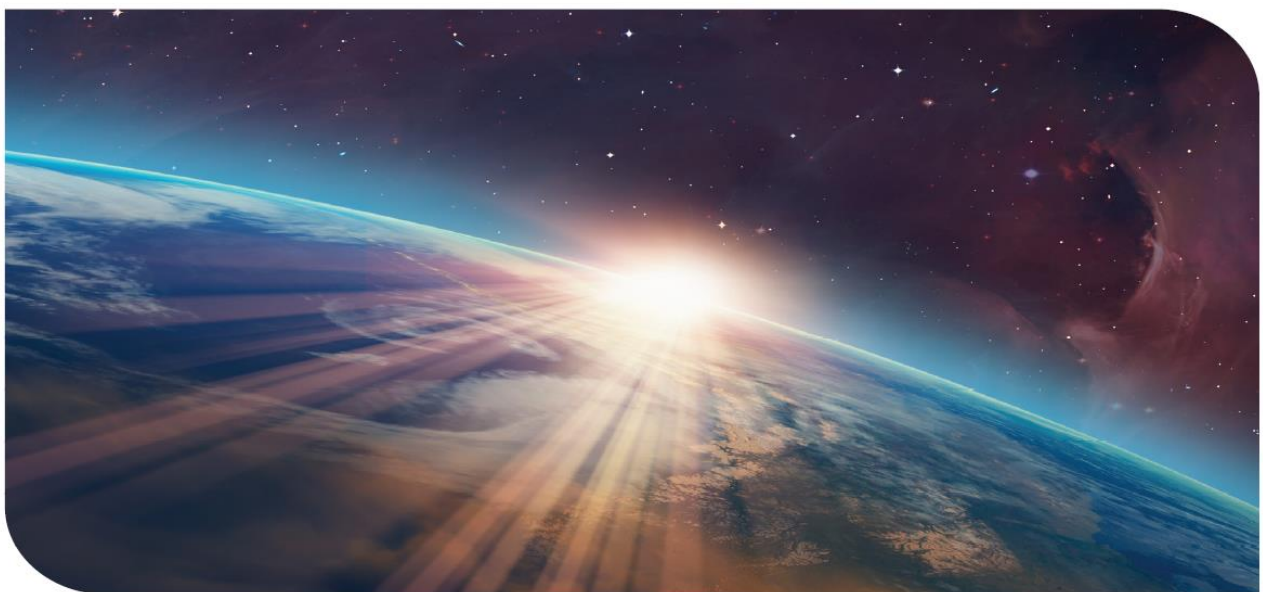
Vice President, Benefits and Well-being

Dr. Monica Soni, Covered California

Chief Medical Officer

Elizabeth Vernau, Salesforce

Director, Global Benefits



2025 Advanced Primary Care Innovator

Amazon Health Benefits was an early adopter in supporting and investing in advanced primary care for employees and their families through the creation of the Neighborhood Health Center (NHC) program in 2020.



Initially, the NHC program was designed to address limited primary care access in five regions (Dallas, Detroit, Louisville, Phoenix, and San Bernardino) with many Amazon Fulfillment Centers. In 2025, Amazon expanded their advanced primary care footprint in Puget Sound in collaboration with two other employers through PBGH's Care Excellence program. Leveraging a comprehensive measure set and employer-driven purchasing standards, PBGH members conducted a joint RFI of advanced primary care providers, resulting in best-in-class contracts and pricing with multiple vendors.

In addition to providing primary care to over 15,000 Amazonians across the country, the NHCs also offer integrated behavioral health, physical therapy, chiropractic services, mobile mammography, biometric screenings, flu shots, and other population and community health events – services not always offered by traditional providers. They conduct universal screening for unmet social determinants of health needs and provide referrals to appropriate services, including Amazon's preferred benefit programs.

Data from the last five years show that Amazon's NHCs provide faster access to primary care and mental health appointments, higher quality care, enhanced patient experience, and improved outcomes, including hypertension control and diabetes management.



Amazon Benefits strives to invent and provide the most trusted and effective health benefits on the planet. As part of that journey, we envision high-quality primary care as foundational for making employees' lives better, easier, and healthier.

Through our Neighborhood Health Centers (NHC) program, we're transforming health care delivery by ensuring that all Amazon health plan members can access comprehensive care for any question or concern, without delay. This includes support for primary care, behavioral health, and health-related social needs. Amazonians and their families in six regions now have access to a primary care home that delivers convenient, coordinated, high-quality care.

Our growing approach to Primary Care not only improves health outcomes and member experience but also reduces costs and health care disparities. We're honored to receive this recognition from PBGH and honored to continue inventing the future of health care on behalf of Amazonians.



Dr. Chris DeCou, Director Amazon Health Benefits

2025 Health Care Affordability & Accountability Innovator

NextEra Energy is committed to delivering high-quality, cost-effective health care benefits by leveraging data and analytics. This year, the NextEra Energy team focused on three key areas to strengthen vendor management, optimize costs, and enhance the overall program.



First, NextEra Energy advanced its contract management practices by implementing improved tracking systems that provide better visibility into vendor performance. With enhanced monitoring of key terms, expiration dates, and performance metrics, the company now takes a more proactive approach to managing vendor relationships.

Second, the team standardized procurement processes by documenting best practices from planning through contracting to drive consistency and efficiency. The company conducted more requests for information and proposals this year, expanding market knowledge and vendor partnerships. By leveraging technology to support daily tasks like drafting communications and evaluating proposals, the company improved both transparency and efficiency in its procurement operations.

Lastly, NextEra Energy strengthened its data analytics capabilities to transform health care claims information into actionable insights. The company's analytics help evaluate utilization trends, identify cost-saving opportunities, and track return on investment. This data-driven approach created a foundation to support strategic decision-making for both immediate financial savings and long-term value creation for employees and the company.

Through these improvements, NextEra Energy continues to demonstrate its commitment to delivering quality benefits while balancing affordability. The company strengthened governance structures and strategic vendor partnerships to optimize benefits management that prioritizes both fiscal responsibility and employee well-being.

“At NextEra Energy, we're committed to continuously improving our benefits while managing costs effectively for our employees. This year's focus on enhanced vendor management and data-driven decision-making reflects our ongoing effort to optimize health care value and create meaningful improvements for our workforce. This recognition reflects the dedicated work of our entire team and reinforces our position as a company that invests thoughtfully in our most valuable asset — our people.”

Nicole Daggs, Executive Vice President of Human Resources & Corporate Services

2025 Maternal Health & Birth Equity Innovator

In 2022, Microsoft launched a multifaceted maternal health and birth equity strategy spanning digital health solutions, culturally competent care, holistic family forming benefits, external partnerships, and data-driven interventions.



A core pillar of Microsoft's strategy is a digital health platform, which provides personalized support to expecting and new parents, as well as on-demand access to maternity coaches, nurses, midwives, lactation consultants, pediatric specialists, and mental health providers. The program is available globally, regardless of geographic location and work hours, and is inclusive of all family structures and gender identities.

Starting in 2024, Microsoft joined leading employers to offer coverage for doulas. These trained birth coaches and advocates provide culturally competent support, leading to more empowered birth experiences and fewer unnecessary interventions. Additional benefits offered by Microsoft include expanded fertility treatment coverage; generous leave policies for all new parents (including fathers, partners, adoptive parents); and postpartum support, such as a "Welcome Baby" package and breast milk shipping for traveling moms.

Recognizing the need for strategic external partnerships, Microsoft participates in a regional collaborative to review and share aggregated data with hospitals to improve care quality and outcomes. They are also an active contributor to PBGH's maternal health initiatives, collaborating with other employers, purchasers, and health care stakeholders to advance maternal health and birth equity nationally.

Results have been positive, with a supplier analysis showing lower neonatal intensive care unit (NICU) admissions and pregnancy-related ER visits among those who engaged with the digital health platform versus those who did not; more timely prenatal and post-partum visits; and increased parental engagement with EAP mental health supports.



"At Microsoft, we are honored to be recognized by the PBGH Moonshot Awards for our commitment to advancing maternal health and birth equity. Our moonshot goal is to support unique needs in maternal and infant health by implementing innovative, data-driven benefits strategies, including digital health solutions, culturally competent care, and holistic family support."

Through strong leadership, cross-functional collaboration, and active partnerships with PBGH and expert organizations, we are empowering employees and driving measurable improvements in health outcomes. We believe that sharing our journey and learnings will help accelerate progress toward equitable care for all families."



Sonja Kellen, General Manager, Global Health & Wellbeing

2025 Inclusive Health & Well-being Innovator

CSAA Insurance Group's "Destination Healthy People 2030" goal seeks to minimize barriers for employees to receive high-quality, culturally sensitive health care; empower those who have been historically disadvantaged in health care settings via self-advocacy resources; and increase preventive care utilization.



CSAA Insurance Group,
a AAA Insurer

The organization began this journey ten years ago by introducing health equity education to its Employee Resource Groups (ERGs) and proactively asking health plan vendors to include social determinants of health data (i.e., race, sex, and age) in annual preventive care and chronic condition reporting. With a new well-being vendor, they also launched a comprehensive health assessment that included social needs screening for food and housing insecurity, physical and emotional safety, access to safe outdoor spaces, and financial concerns.

Beyond data collection, CSAA Insurance Group has collaborated with leadership to integrate these values organization-wide by adopting a hiring strategy that promotes diversity; providing gig opportunities and career development programs that help boost the visibility of women and people of color; making equitable pay a priority; and adhering to a biweekly pay schedule to provide more frequent access to earned income. Additionally, an increase in well-being incentive dollars, specifically geared towards lower income workers, has enabled individuals to purchase necessities such as food, clothing, and fuel via a variety of gift cards.

Through well-being campaigns, such as the Sweat Equity Step Challenge and a health equity scavenger hunt, participants learn about available ERGs and inclusive health resources, while also advancing community health with corporate donations to local hospitals, college funds, and health care scholarship programs. Ongoing communication efforts continue to raise awareness of inequities and provide employees with skills and resources to advocate for themselves in health care settings.



"This recognition is especially meaningful because it reflects who we are—our commitment to creating a workplace where every employee has access to equitable, high-quality, and culturally responsive health care and support. Our journey toward health equity began with a bold idea to build a benefits program that not only serves, but empowers our employees—especially those who have historically faced barriers in the health care system. Through initiatives like our Destination Healthy People 2030 campaign, targeted education through our ERGs, income-sensitive incentives, and meaningful vendor partnerships, we've taken deliberate steps to break down barriers and promote wellness that truly includes everyone.

We're proud of how far we've come, but we also know the work isn't done. We remain committed to innovation, advocacy, and measurable impact as we continue to build a healthier, more inclusive future—for our employees and the communities we serve."



Chris Lassalle, Vice President, Total Rewards

Moonshot Sponsors

Award winners were honored at the 2025 PBGH Annual Summit and Moonshot Awards Reception on December 11 in Austin, Texas. Thank you to the following Moonshot Sponsors for supporting this event:



To see past Moonshot Award winners, visit: www.pbgh.org/program/moonshot-awards/

About PBGH

Purchaser Business Group on Health (PBGH) is a nonprofit coalition representing nearly 40 private employers and public entities across the U.S. that collectively spend \$350 billion annually purchasing health care services for more than 21 million Americans and their families. PBGH has a 30-year track record of incubating new, disruptive operational programs in partnership with large employers and other health care purchasers. Our initiatives are designed to test innovative methods and scale successful approaches that lower health care costs and increase quality across the U.S.