**4 Questions a CFO (C-suite exec) might ask in the elevator:**

**Q: Why should I pay dues to PBGH, What’s in it for Enter Company Name Here?**

I’ll give you four reasons.

1. **It saves us more than we spend with programs such as:**
* The Health Value Indexcollects and tracks insurer performance metrics for you so you are able to evaluate performance and demand high-value care
* ECEN cut unneeded surgeries and saved the three participating members over $20M – we’re building on that experience
* Wasteful Pharmacy programreduced PBM spending by up to 24% potential savings among participating members.
* Unbiased consulting services saved one PBGH member millions on its PBM contract
1. **It helps get our employees higher quality care at a lower cost to us, which results in:**
* Increased productivity, retention and employee satisfaction
* Reduced absenteeism and presenteeism
1. **It keeps us current and competitive with other large, innovative corporations.**
* We have a seat at the table with the country’s biggest corporations sharing best practices
* We’re learning first about cutting-edge solutions and insights into where markets are going
* In crises such as during the pandemic, we’re getting instant ideas about tactics from the best and brightest to respond
1. **PBGH gets our viewpoint into both federal and state policy discussions and broad media coverage.**
* Resulting in laws written to our benefit
* For example, PBGH influenced federal regulations and rules on hospital price transparency, surprise medical billing and anti-competitive contracting practices in a way that benefits companies like us.

**Q: I’m already spending so much on consultants what more could we be getting from PBGH?**

The reality is the consultants and other intermediaries we have relied on to procure health services and benefits programs often have conflicting business interests. Too often this leads to opaque supplier contracts that add wasteful and unsustainable costs. PBGH has proven itself to be a trusted and unbiased source of truth with no conflicts of interest. No consultant has the kind of depth of experience in the health care system as PBGH. And they bring that expertise to employers in ways that make it possible for us to get results I’ve never seen anywhere else.

**Q: If you had to choose between Consultant and PBGH, which would you chose?  Why?**

PBGH. They have the expertise to offer the industry insights and analysis that consultants offer and so much more. Their health care knowledge is unparalleled, and most importantly, I never question on whose behalf they’re working or whether they have a buck to make in the deal by concealing details from me.

**Myths to Dispel**

**Our company is so big, we should be able to command the best \_\_\_\_\_\_\_\_\_\_\_\_ (fill in the blank)**

**A:** The reality is that outside of a few exceptions, we and almost every other enormous corporation lack the employee population size in one region that would enable us to meaningfully go up against the entrenched industry players, namely hospitals and insurers. Unless we partner with a group like PBGH that brings us to the table with other multi-national corporations all pushing in the same direction, we’ll never have the kind of leverage we need to move the needle.

**Our company is so big we should be able to exert pressure to get volume discounts.**

**A:** Again, as large as we are, our employee volume is a pittance when you look at the total population in the various areas in which we operate and compared to the industry’s might. Unless we join forces with other corporations in our area, nothing will change – our health care costs will continue to rise with no corresponding value for our employees.

**The Benefits team is not exerting enough pressure on vendors.**

**A:** Nonsense. See answers to number one and two – you think you’re the big shot in this town, but you don’t have enough pressure to exert on your own. That’s surprising to hear, I know, but this is a critical and poorly understood fact that often prevents companies like ours from partnering with the right people who we need to move the needle on behalf of our employees, and our bottom line.

**Engage with Procurement, they can do this better even though they don’t really understand how health care is purchased or the market works.**

**A:** Wouldn’t that be great if health care functioned like any other vendor we work with and the answer was as simple as putting Procurement on the job? The reality is the industry has become so consolidated and powerful that it feels absolutely no compulsion (broadly speaking) to respond to its customers (us). And, again, as large as we are, we don’t have the numbers or purchasing power to change the dynamic. The only way we do so is by partnering with other like-sized, like-minded companies to use our collective purchasing power to push for what we need.