



2023

PBGH Moonshot Awards Summary Report

The following PBGH members are reimagining the status quo to improve health care quality, affordability and equity and have been selected as recipients of PBGH's 2023 Moonshot Awards.

The annual awards process honors employers and purchasers who successfully pursue ambitious goals centered on one of four health care purchasing and benefits moonshots:

- 1) Advanced Primary Care
- 2) Health Care Affordability and Accountability
- 3) Maternal Health and Birth Equity
- 4) Well-being and Health Equity.

Blazing a Trail of Innovation

This year's innovators include:

- The Boeing Company, for a cost-effective and convenient primary care solution
- CalPERS, for an innovative biosimilar-first initiative
- Qualcomm Incorporated, for a maternity care regimen that supports improved maternal health and birth outcomes
- The State of Colorado, for an evidence-based wellness program that helps employees more effectively manage chronic conditions

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We're in awe of the amazing progress this year's winners are making in so many important areas. Their efforts demonstrate that purchasers, by necessity, are driving health care quality and cost improvements in the U.S. By generating real-world benefits with these innovative initiatives, our Moonshot winners are blazing a trail for others to follow.

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- Elizabeth Mitchell,
president and CEO of PBGH



The Winning Initiatives

Advanced Primary Care Innovator: The Boeing Company

Boeing has developed a primary care, direct contracting initiative in Mesa, Arizona, that provides employees and their families with on-demand access to convenient, affordable and high-performing primary care, along with integrated, high-quality specialty care referrals. The initiative will roll out soon in St. Louis and later in the Puget Sound area.



Boeing's approach is able to deliver the highest quality care and leverages a prospective payment model that incorporates upside and downside risk for vetted, advanced primary care practices. It also utilizes PBGH affiliate EmsanaCare to provide referral guidance to top specialists in the community. Services are available at no cost to employees, including those on high-deductible health plans that have met their annual deductible. Those services extend beyond routine care to include physical therapy, mental health and acupuncture, among others. Discretionary spending is also available for meals, transportation, cleaning and other services that can help address social determinants of health.

Preliminary data suggests that members engaged with the model have higher rates of cancer screening, more consistent monitoring of diabetes and blood pressure and a deeper commitment to monitoring depression. Preliminary data over a nine-month period indicates that per-member-per-month spending for participants has decreased by 14%, ER utilization has decreased by 11% and specialist visits have decreased by 4%. In addition, the use of virtual and digital access by participants is 50% higher than for non-participants. The program enjoys a Net Promotor Score (NPS) of 89 versus an average NPS of 58 across the health care industry. NPS scores quantify customer loyalty and satisfaction.

“ Can the U.S. health care system be fixed? Can employers, as purchasers, get better care and a better experience, for employees and their families? We think so, and we think the solution lies in great primary care that coordinates and facilitates care for their patients end-to-end. With support from PBGH, this is our moonshot – and it's within our reach. The data universally demonstrates that better primary care, when purchased correctly, yields better outcomes. We are seeing that play out with our own population, and our employees love it. ”

- Greg Marchand, Senior Director, Global Benefits, The Boeing Company

Health Care Affordability and Accountability Innovator: CalPERS



Following nearly three years of planning and collaboration with their health plan partner, the California Public Employees' Retirement System (CalPERS) in 2021 implemented a biosimilar-first demonstration initiative with a single drug, Remicade. The experience confirmed that a biosimilar-first program could work as intended without negative consequences for patients or providers. As a result, the initiative was expanded in 2022 across CalPERS' PPO to include all reference drugs (seven total) with available biosimilars.

Like biologics, FDA-approved biosimilars are complex drugs made from living cells and tissues and are used to help prevent and treat serious diseases like cancer, rheumatoid arthritis and multiple sclerosis. Biosimilars are considerably less costly than their brand-name biologic counterparts. However, their utilization has been stymied by a lack of patient and physician familiarity and a range of pharmacy and PBM barriers.

Since CalPERS' biosimilar-first initiative was launched, the program has generated significant prescription cost savings. The program includes contract language that stipulates annual health plan and PBM biosimilar utilization reporting. CalPERS is currently exploring expansion of the initiative to include additional health plans.

CalPERS noted that PBGH's Biosimilar Summit in 2020 was helpful in fostering collaboration among payers interested in biosimilar-first initiatives. PBGH's Pharmacy Benefit Manager workgroup has also played an important role in helping identify employer and public purchaser strategies that can increase biosimilar adoption.

“ CalPERS believes that biosimilars play a critical role in our ability to lower health care costs while offering the same efficacy and safety profile as the original biologic drugs. ”

- Melissa Mantong, Pharmacy Consultant II, CalPERS

Maternal Health and Birth Equity Innovator: Qualcomm Incorporated



Qualcomm has created a maternity program designed to ensure that all mothers and babies receive quality maternity care that addresses both physical and mental needs, reduces over-medicalization and improves birth outcomes. The initiative is structured around a single, bundled payment for a maternity episode that includes six months of post-partum care. In-network coverage is also available for doulas, midwives and birthing centers.

The program has focused on building coordination between Qualcomm's Accountable Care Organization (ACO) partner and a local birthing center, reducing C-section rates through increased availability of hospital laborists and midwives and establishing maternity and newborn quality metrics with upside and downside financial risk.

Significant improvements have been observed in prenatal and postpartum depression screening, and there has been an increase in nurse midwife utilization, as well as a reduction in C-section rates.

Going forward, Qualcomm intends to leverage PBGH's Maternity Purchasing Standards to drive additional progress and improvements, not only with the participating ACO but also with other carriers' networks and programs.

“ According to Every Mother Counts, the U.S. spends more money per capita on maternal health than any country in the world yet ranks 62nd in maternal deaths and is the only high-resource nation with a consistently rising maternal mortality rate. We care about the health and well-being of our Qualcomm family and are committed to delivering high-quality maternity care and birth outcomes. As a result, with support from PBGH and our ACO partner, we are providing comprehensive maternity coverage, as well as taking actions to improve quality of care, reduce over-medicalization and meet individual needs and preferences, both physical and emotional. Thank you to PBGH and the selection Committee for recognizing these efforts. ”

- Teresa Wolownik, Vice President, Global Benefits and Mobility, Qualcomm Incorporated

Well-being and Health Equity Innovator: The State of Colorado

The State of Colorado has developed a clinically integrated, evidence-based wellness program designed to help employees improve their health and quality of life while reducing utilization.

Called Colorado STATE of HEALTH, the initiative allows employees to participate in a one-year, individualized health action plan structured around their unique needs, risks and goals. The plans include condition-specific, evidence-based strategies and interventions and connect employees with board-certified health coaches. The coaches also coordinate with the individual's primary care physician and care teams, including behavioral health specialists, nurses and others.

The program was designed to help address obesity, diabetes and hypertension, as well as lifestyle factors like alcohol and tobacco use, and to help mitigate the systemically higher chronic disease burdens faced by marginalized groups.

Supervisors, managers and other state leaders are encouraging program participation during the workday, and a rewards program is being developed to celebrate employees' individual milestones. These rewards could include financial incentives, gym memberships and extra time off.

Several years of data will be required to evaluate the overall impact of the program, but initial positive outcomes include dramatic improvements in participants' nutrition planning and tracking, strength training, stress reduction, coping skills development, self-care and sleep.



“ We're very proud of the early clinical results of the program. We look forward to seeing it evolve as we work to improve the culture of wellness across State of Colorado agencies. We as the Statewide Benefits Unit cannot combat all the negative outcomes that result from social determinants of health, but through this program, we aim to mitigate the associated health risks of chronic conditions that emerge from these social factors. Thanks to PBGH and the selection committee for selecting STATE of HEALTH for the Wellbeing and Health Equity Innovator Moonshot Award for 2023. ”

- Dave Thomas, Employee Benefits Director, State of Colorado

Acknowledgments

The PBGH Moonshot Award applications were judged by a committee of benefits leaders from PBGH member organizations. Thank you to our committee members:

Donna Church, GE Appliances

Nancy Jester, Walmart

Sarah Portwood, Caltech

Julee Weller, Intel Corporation

Award winners will be honored at PBGH's Annual Summit and Moonshot Awards Reception, scheduled for December 6 in Austin, Texas.

PBGH is grateful to our platinum sponsors for their support:



Learn more about the PBGH Moonshot Awards: pbgh.org/moonshot-awards