

• Growing Stronger, Together •
Recapping a Year of Resilience, Innovation, and Perseverance •



21 HEALTH
ACTION
COUNCIL

ANNUAL REPORT

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A YEAR OF RESILLIANCE, INNOVATION AND PERSEVERENCE

In a constantly evolving environment with dynamic shifts in the way we live, work, and operate, the need to be flexible and responsive to change has never been so apparent. Pivoting from 2020 at the height of the pandemic, Health Action Council persevered to support and innovate for member companies.

We never took our foot off the gas pedal—in fact, we challenged ourselves to use this unprecedented time in the market and world as an opportunity to identify how we could further strengthen our team and deliver to members. We grew stronger together. We expanded by acquiring 15 new members. Now representing more than 220 employers and union groups, covering more than 2.6 million individuals.

Health Action Council pursued going to market to secure the best-value group purchasing products and services for members. We secured contracts with our partners UnitedHealthcare, UMR, CVS, and OptumRx, saving members a collective \$2.2 million on medical expenses and continuing an 18-year run of single-digit pharmacy trend. For us, savings is not good enough. We push to capture more value for members, and we are successful at doing so. For our members experiencing financial stress during this time, these savings were critical.

Our annual IN-VALUE-ABLE Conference & Expo was reimaged and reintroduced as a five-week virtual adventure, promoting engagement on a new level by giving participants the flexibility and tools to experience the event in a customized, connected way. We're pleased with the outcome and feedback from attendees, who heard from thought leaders, and engaged in breakout sessions and meet-and-greet hours.

From delivering informative *Insights* to providing just-in-time webinar programming to address relevant, in-demand topics, Health Action Council leaned into members' needs to provide the education, support, and community they wanted and needed. We are committed to building on our value and mission through agile leadership and resourcefulness. With strength, perseverance, resilience, and innovation, we move into the next year with new tools, resources, and ideas to make positive change.



Patty Star

Patty Star
President & CEO
Health Action Council



Don Bell

Don Bell
Chairman, Health Action Council
Director, Compensation & Executive
Rewards at OhioHealth

GROWING STRONGER, TOGETHER

Recapping a year of resilience, innovation, and perseverance

Many organizations and businesses talk about resilience amid the pandemic and during tough economic times. To Health Action Council, resilience is how we respond in a situation—how we listen, learn, and deliver the support that matters to our members.

Health Action Council has focused on the resilience and health of individuals and the organizations we serve. In many ways, we continued to live our mission in a very real, tangible way that resulted in a year of success and growth.

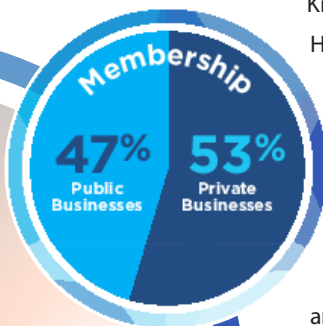
As a staff, we came together and identified areas to strengthen internally. We invested in additional training and leveraged each other's skills and talents to

learn and grow together. By creating development opportunities for staff, we live a core value to collaborate and deliver innovative, actionable solutions to our members and stakeholders.

Today, our membership is diverse and growing, consisting of 53 percent private businesses and 47 percent public companies. Health Action Council's impact is expanding, widespread, and visible as we cover all states, 88 percent of counties, and 64 percent of ZIP codes. We have 52 supporters and 31 conference sponsors. In addition, our programs deliver coverage to more than 2.6 million individuals.

What we deliver to members and communities tells the story of resiliency, strength, and innovation. We persevered this year and introduced a new program, Healthy Kids, while rolling out the Innovative Health 'Buddy Model' pilot and continuing to perform market checks to secure savings for members.

Centered on our three tenants—Education, Group Purchasing, and Health Improvement—we created and delivered opportunities and quality content that impacted employers' bottom lines and affected positive change in communities.



THANK YOU ANNUAL SUPPORTERS

PREMIUM SUPPORTERS:

- 98Point6
- 2nd.MD
- Accolade
- Airrosti Rehab Centers, LLC
- American Hearing Benefits
- Amgen
- Employer Direct Healthcare
- finHealth
- Headspace
- Health Management Associates
- Hello Heart
- HORAN
- Omada Health
- Pacira BioSciences, Inc.
- Pfizer
- Point6 Healthcare
- Quantum Health
- SWORD Health
- TruHearing
- Virta Health
- WW Health Solutions



CONTENT THAT MATTERS— ENRICHING EDUCATION

Delivering on our commitment to present unbiased, informative, and engaging education to members and the community, Health Action Council leveraged the creativity of our team to collaborate and find ways of delivering education during a year when in-person events were sidelined. As an organization, we brought in additional training to advance our internal team and enhanced external resources, such as offering just-in-time programming.

IN-VALUE-ABLE Conference & Expo

Change can challenge organizations to find new ways of delivering education and engaging members.

That is what Health Action Council realized when we pivoted to adapt our annual conference to adhere to COVID-19 protocols. We rolled out a five-week virtual adventure for attendees that allowed them to participate in a safe and connected way. In the end, we engaged 31 sponsors and registration exceeded last year's conference with 612 registered.

The event took place online every Thursday for five consecutive weeks and featured keynotes and thought leaders from across the country. In addition, we provided virtual breakout sessions, sponsorship expo times, peer-to-peer learning, and attendee networking.



200
Participants

Finally, to encourage participation during the entire five weeks, we ran a challenge where attendees received game codes for every event, and winners got Fitbit devices.

CLASSIC SUPPORTERS:

AbbVie
Aetna Inc.
Anthem Blue Cross and Blue Shield
Aon
Businessolver
Castlight Health
Cigna
Ciuni & Panichi
ConsumerMedical
Contigo Health
CVS Caremark
DayTwo
Eargo, Inc.
EyeMed Vision Care
Fedeli Group
Gallagher
Grail
Health Data & Management Solutions, Inc. (HDMS)
Hylant
LabCorp Employer Services
Merck & Co. Inc.
NFP Corporate Services
Novo Nordisk
Nox Health
OptumRx
Quantros
RetireMEDiQ
UnitedHealthcare
USI Insurance Services
Vivante Health
VSP Vision Care

To ensure that attendees would get the education, networking, and insights they expected, we approached the event design from multiple angles. That included hosting a service project during the cocktail hour with a raffle. Proceeds of \$500, \$250, and \$100 were donated to the American Heart Association, the Center of Wellness for Urban Women Inc., and the National Alliance of Mental Illness.



Finding the Uncommon: Revealing Disparities in Care and Prescribing for Common Conditions Whitepaper

Common conditions can have a costly toll on a person's wellbeing and an employer's bottom line. In a first-of-its-kind joint venture, Health Action Council and UnitedHealth Group collected data from UnitedHealthcare, UMR, and OptumRx. The purpose: to create insights into variances on common conditions that affect Health Action Council and its members. The research made a splash in the media and was featured on the Homepage of Modern Health—a testament to the way our organization delivers data with thoughtful insight to promote positive change.

Findings from the research suggest there is a lot that employers can do to chip away at healthcare disparities. Here are some poignant facts revealed in the report.

- African Americans are 63 percent more likely to have hypertension.
- Men over 50 in lower income groups have the highest prevalence of diabetes.
- Typically, employees with back disorders skew older and are from lower-income brackets.
- Those with mental health and substance use challenges tend to be female, younger and in lower-income Caucasian groups.



Insights

Health Action Council *Insights* are designed to help guide employees through complicated issues. In 2020, we created nine *Insight* pieces, along with a *You've Got the Power* presentation to help employers tell a story about how employees can maximize their benefits and build the health literacy of their workforce. All *Insights* are housed under the Member Center tab on our website and touch on topics such as the value of supporting employee caregivers, how to manage medications, opioids in the workplace, and provider incentives.

Webinars

Delivering relevant content in accessible formats assures that we are reaching members, employees and communities when and where they need information. This is where Health Action Council webinars come into play. The positive response from members showed us that education and insights were in-demand and actionable. More than 200 participants registered for the COVID, COBRA, and the CAA webinar. A Virtual Meet the Vendor gave members a platform where they could connect with vendors. In 2020, we hosted 37 webinars that attracted 1,809 total participants.



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MEMBER-DRIVEN DESIGN—GROUP PURCHASING

Staying power and long-term returns on investment are hallmarks of Health Action Council group purchasing programs—consistent, continual savings that give our members the financial flexibility to deliver cost-effective benefits to their employees.

Our Group Purchasing Program is guided by a committed board of directors and member organizations who continue to evaluate existing and potential products and services. Together, we're focused on finding opportunities to improve plan participants' healthcare experience and deliver value to member organizations. Even in an uncertain year when many organizations shifted into survival mode, our team collaborated and pushed to provide more savings for members.

Medical Administration Savings— Beating the National Benchmark

Health Action Council has maintained an agreement with UnitedHealthcare for 11 years, and the partnership gives members access to dedicated customer service and clinical management teams, financial and performance guarantees, and strong innovation opportunities.

Beyond that, it delivers significant and measurable savings to members and participants. Utilizing the PriceWaterhouseCoopers (PwC) national medical trend data, members realized savings through our UnitedHealthcare contract on service and clinical programs of \$616 million in the last year.



Pharmacy—Sustaining Long-Term Value

Health Action Council is constantly seeking opportunities to reduce pharmacy costs for our members. As part of that process, we conducted a request for proposal and secured new contract terms with CVS Health and OptumRx beginning January 1, 2022.

Numbers tell the story. It's one thing to record a single-digit pharmacy trend increase in a fiscal year, but it's longevity and sustainability when you can deliver a single-digit trend for 18 years.



Saved
Members
\$99.4
Million
in 2020

Not only did Health Action Council deliver a single digit-trend, it conducted a market check which resulted in 2.5 percent savings beginning January 1, 2021 for a savings of \$19.9 million. In addition, it achieved \$99.4 million in pharmacy expense savings in 2020 to 2021 for its members. For members, these outcomes show we are driven to ensure that members get the best value and highest quality.

Delivering Value and Health

The medical administration agreement delivers financial value along with health improvement initiatives. During the last fiscal year, \$1.7 million in growth credits were issued to members participating in the medical administration contract. This builds on a history of administrative savings and credits, from 2019 to 2021—participating members realized \$7.7 million in savings.

Today, employees of participating members using our UnitedHealthcare program benefit from an advanced advocacy service model, Advocate4Me Elite. Similarly, UMR users have access to a clinical plan bundle with discounted pricing.

In 2020 and running through December 2021, Health Action Council and UnitedHealthcare rolled out the innovative health 'Buddy Model,' a pre-emptive service model approach to motivate employees to take an active role in their health.

Continuing with the advancement of the program, staff led by its membership conducted a health plan market check that led to a re-endorsement of UnitedHealthcare and a newly executed medical administrative agreement. Effective January 1, 2022, the agreement has a continued focus on managing total cost of care and improving the quality of care. This focus led to the development and inclusion of a custom clinical model which included a dedicated case management team, targeted clinical triggers, and a designated team of social workers.

These health improvement activities combined with financial credits prove a commitment to delivering value and quality.

Flu Shots and Screenings

Health Action Council evaluated requests for proposals for a flu shot and screening partner, which resulted in creating a flu shot program with partner CHC Wellbeing. The program supports a culture of wellbeing, which can drive loyalty, productivity, and job satisfaction. The flu shot program helps reduce doctor visits and hospitalizations, reduces costs, and keeps employees healthier and happier.

CONNECTING IN COMMUNITIES— HEALTH IMPROVEMENT

Health Action Council is a catalyst and convener for organizations that inspire positive health and healthcare change. We're a strong and respected voice in the room at forums and meetings with regional leaders. Our approach is driven by data and centered on quality and value. Our foundation, Health Quality Forum, collaborates with other community stakeholders to improve healthcare quality and efficiency.

A Go-To Resource

Health Action Council gives members the tools and education to share with their employees to improve their health outcomes. Working together, we can achieve shared goals to enhance human health and create healthy communities.

Step It Up Challenge

Employees can inspire each other to make positive health changes, and members can give their team members the resources and programs to foster a spirit of wellness. This is the purpose of our Step It Up Challenge, sponsored by Fitbit. The free, two-week virtual step program encourages friendly competition with a goal to keep onsite and virtual employees moving and staying active, engaged and connected.

Last fiscal year, Health Action Council held three Step It Up Challenge events. Over 2,000 participants from 289 employer teams stepped up to join the challenges—more than doubling the engagement we had the previous year. On average, participants took 11,469 steps per day.



27
Million
Steps Taken



2,709
Participants

Find the Right Care

When emergency room (ER) services are misutilized for just-in-time medical care, it can drive up the cost of healthcare. Health Action Council's initiative, Find the Right Care identifies geographic and demographic populations that show a strong inappropriate use of ER services and educates communities, member organizations, and employees about how to access the right care at the right time, in the right place.

To accomplish this, we combined data from our existing member and participant population, with national ER utilization rate data. With this, our team identified ZIP codes and geographic pockets that tended to rely heavily on ER services for the care they might otherwise receive from a primary care physician or pediatrician. We investigated what age groups were most likely to rely on the ER for immediate healthcare and what life circumstances and behaviors might be driving the trend. Then, we looked beyond the numbers and discovered that working moms and millennials have a propensity to use the ER more than other groups. This insight allowed us to disseminate educational tools to our employer members and those communities that needed it the most.

Find the Right Care was expanded to host an artificial intelligence-powered Symptom Checker which analyzes thousands of real-world data points to help individuals find the most appropriate location for care.

A Find the Right Care social media campaign resulted in 12,462 visits to our website offering education about ER diversion.

Healthy Kids Campaign

Supporting preventive care and encouraging families to schedule full annual physicals for their children are key objectives of this brand-new initiative, a partnership between Health Action Council and the Ohio High School Athletic Association (OHSAA). Ultimately, we want members' employees to build a long-term relationship with a healthcare provider for when they need care or advice. We recognize that there is not a seamless process for this. We know we need to help families improve their health literacy so they can understand how to best use their insurance plan and are prepared to make smart health choices. During this fiscal year, approximately \$98,700 was raised to support the program.



12,426
Website Visits

\$98,700
Raised

Ohio Schools Healthy Kids Step It Up Challenges

Last fiscal year, Health Action Council held two Healthy Kids Step It Up Challenges attracting over 400 active school district participants throughout Ohio.

During the fall challenge, participants competed to win cash prizes for their school health and wellness efforts. The person who achieved the overall highest amount of steps won \$3,000, then the top stepper in each OSHAA district got \$2,000, with a total of \$13,000 going to help support Ohio school districts.

Healthy Kids Toolkit & Guides

In November 2020, Health Action Council launched a *Healthy Kids Social Media Toolkit* for employers to educate employees with children on four preventive health areas: well-child visits; childhood preventable disease immunizations; healthy habits for learning; and health literacy. Additionally, we created an *Immunization Communication Toolkit* for employers to promote preventable disease vaccinations within their employee population.

Healthy Kids Golf Outing

Health Action Council's first annual Healthy Kids Golf Outing in conjunction with the OHSAA was held at The Ohio State University Golf Club. The event netted \$23,984 for Healthy Kids initiatives.

Three foursome winners walked away with \$500 to donate to their school of choice. Those were: Northeast District, Southwest District, and Kearney Street Management, which opted to give its \$500 grant to the OSHAA.



“We believe healthy kids create healthy families, and healthy families make healthy and productive employees for today and tomorrow.”

Leapfrog Hospital Safety Grade

How do you know the healthcare provider you're trusting with your care is operating in a high-quality hospital or clinic? For 20 years, the Leapfrog project has served as the gold standard for national patient safety and hospital quality information. It delivers information not available from any other source and allows Health Action Council to provide actionable data to our members. Each year, participation has grown. Despite a challenging year, engagement in the Leapfrog project was sustained, allowing us to give our members vital information about healthcare options near them.



Following are participation rates in Ohio, Minnesota and Oregon for 2020.

- Ohio: 115 hospital survey submissions from 160 hospitals, which is 72 percent of Ohio hospitals. Ohio ranked No. 18 in fall 2020.
- Minnesota: 39 submissions with 51 total hospitals, which is 76 percent of completed surveys. Minnesota ranked No. 35 in fall 2020.
- Oregon: 32 submissions with 38 total hospitals, which is 84 percent of Oregon hospitals. Oregon ranked No. 5 in fall 2020.





A COMMITTED STEWARD

Health Action Council's revenue is derived entirely from the support of employer members, annual supporters, conference and event sponsors, and revenue from group purchasing. In partnership with our Board of Directors, we manage our resources by investing wisely in solutions and initiatives that benefit members and enhance the health and wellness of our employees and their communities.

17%

Employer Membership Dues

Employer membership dues contributed to the vitality and evolution of Health Action Council by generating 17% of FY2020 revenue. Member dues support our operating expenses and allow us to leverage the strength and impact of national advocacy organizations such as the National Quality Forum (NQF) and American Benefits Council.

72%

Group Purchasing Programs

Funds generated through group purchasing accounted for 72% of Health Action Council revenues. These funds are reinvested to manage our medical, prescription drug, vision, and flu shot programs, as well as fund research of new purchasing programs and purchasing initiatives including contract negotiations, legal reviews, and audits.

11%

Annual Supporters and Event Sponsorship

The generosity of our Annual Supporters and Event Sponsors represented 11% of Health Action Council revenue in FY2020. Through this financial commitment, Health Action Council developed and delivered a successful symposium and conference, live workshops, and webinars to help increase knowledge and fulfill our mission.

Health Quality Forum

Monetary funding from charitable contributions is spent entirely on quality initiatives that benefit employers and employees. Through the Health Quality Forum (HQF), Health Action Council can support critical projects, including emergency room redirection, Healthy Kids, and initiatives by The Leapfrog Group, Better Health Partnership and Health Policy Institute of Ohio.

FOUR WAYS TO MAXIMIZE YOUR MEMBERSHIP

1

2022 IN-VALUE-ABLE Conference & Expo

Free for members, this hybrid event promises to give you the insight and tools you need now and in the future.

[IN-VALUE-ABLE.com](https://www.in-value-able.com)

2

Group Purchasing

Explore how our innovative group purchasing solutions can help you reduce benefits costs while supporting the optimal health of your employees.

healthactioncouncil.org/group purchasing

3

Education

Gain strategic insights and learn about tactical solutions while accessing free continuing education credits.

healthactioncouncil.org/education

4

Decision Tools

Examine the tools we've designed to help you make more informed benefits decisions.

healthactioncouncil.org/resources

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Health Action Council is a not-for-profit 501(c)(6) organization representing mid and large-size employers that works to improve human and economic health through thought leadership, innovative services, and collaboration. It provides value to its members by facilitating projects that improve the quality and moderate the cost of healthcare purchased by its members for their employees, dependents, and retirees.

Health Action Council also collaborates with key stakeholders health plans, physicians, hospitals and the pharmaceutical industry to improve the quality and efficiency of healthcare in the community.

LET'S KEEP THE CONVERSATION GOING!

healthactioncouncil.org | 216.328.2200

