

2018 annual report



health action council

Enhancing Business. Enlightening Lives. Enriching Communities.

MEMBERS

A

Accudyne
ACRT Inc.
Agilysys Inc.
AK Steel Holding Corporation
Aleris International
American Electric Power
American Greetings Corporation
American Showa Inc.
Amherst Exempted Village Schools
Apex Tool Group LLC
Ashland University
Ashtabula County Educational Service Center
Ashtabula County Joint Vocational School
Ashtabula County Schools Council of Governments
Ashtabula County Technical & Career Center
Auburn Career Center
Austin Powder Company
Automated Packaging Systems

B

Beachwood City Schools
Belmont College
Belmont-Harrison JVS
Belpre City Schools
Bendix Commercial Vehicle Systems LLC
Blanchard Valley Health System
Bowling Green State University
Bricker & Eckler LLP
Buckeye Local School District
Builders FirstSource

C

Case Western Reserve University
Catholic Diocese of Cleveland
CEBCO
Central Ohio Technical College
Central State University
The Children's Home of Cincinnati
Cincinnati State Technical Community College
Cincom Systems, Inc.
City of Cleveland

City of Columbus
City of Cuyahoga Falls
City of Dayton
City of Dublin
City of Middletown
City of Painesville
City of Toledo
Clark State Community College
Clearview Local Schools
Cleveland Metroparks
Cleveland Metropolitan School District
Cleveland State University
Columbia Local Schools
Columbiana Exempted Village Schools
Columbus City Schools
Columbus State Community College
Commercial Vehicle Group Inc.
Conneaut Area City Schools
Crestwood Local School District
Cuyahoga Community College
Cuyahoga County
Cuyahoga County Board of Developmental Disabilities

D

Danaher Corporation
DeNora Tech Inc
Double H Plastics Inc

E

East Palestine City School District
Eastern Gateway Community College
Edison State Community College
Educational Service Center of Lorain County
Elyria City School District
Emerald Performance Materials LLC
Erie County Board of Commissioners
Exal Corporation

F

Fairport Harbor Village Schools
Federal Reserve Bank of Cleveland
Ferro Corporation
Firelands Local Schools
Forest City Realty Trust, Inc.
Franklin County Benefits Cooperative Health Benefits Program
Franklin County Board of Developmental Disabilities

Franklin International Inc.
Fraternal Order of Police – Miami Lodge #20
Frontier Local School District

G

Geneva Area City Schools
Gould Electronics Inc.
GrafTech International Holdings Inc.
Grand Valley Local Schools
Greater Cleveland RTA
Green Local School District
Greif Inc.
Griffin Hospital

H

Heidelberg University
Helmerich & Payne
Hocking Technical College
Honda of America Mfg., Inc

I

Indian Valley Local School District
Inter-University Council of Ohio Purchasing Group

J

James A. Garfield Local School District
Jefferson Area Local School District
Jones Day

K

Kent State University
Keystone Local School District
Kirtland Local School District

L

Lake County Commissioners
Lake County Educational Services Center
Lake County Schools Council
Lake Erie Regional Council
Lakeland Community College
Lawrence and Memorial Hospital
Leetonia Exempted Village School District
Libbey Inc.
Life Covenant Church
Lincoln Electric Company
Lisbon Exempted Village Schools
Lorain County Community College
Lorain County Joint Vocational School
The Lubrizol Corporation

“The industry collaboration and networking opportunities are unparalleled.”

*- Brian Lewis,
Shafley Plan Management Services*

M

Madison Local School District
 Maplewood Career Center
 Marion City Schools
 Marion Technical College
 MD Building Products
 Mentor Public Schools
 MetroHealth System
 Miami University
 Middlesex Hospital
 Midview Local School District
 Mitsubishi Electric Automotive America Inc.
 Mohawk Schools
 Montgomery County
 MTM Recognition

N

Nationwide Insurance
 New Philadelphia City Schools
 Nordson Corporation
 North Central Ohio Trust
 North Central State College
 Northeast Care Center
 Northeast Ohio Regional Sewer District
 Northeastern Ohio Medical University
 Northwest State Community College

O

Ohio AFSCME Care Plan
 Ohio Civil Service Employees Association (OCSEA)
 Ohio Police & Fire Pension Fund
 Ohio Public Employees Retirement System
 The Ohio State University
 Ohio University
 OhioHealth
 Oklahoma County
 Oklahoma Farm Bureau

Old Fort School District
 Online Computer Library Center Inc.
 Optimal Health Initiatives
 Owens State Community College

P

Painesville City Local Schools
 Parker Hannifin Corporation
 Perry Local Schools
 Plumbers & Pipefitters Local 344
 PNC Financial Services Group Inc.
 ProMach, Inc.
 Progressive Corporation

Q

Q Holding Company

R

Rhodes State College
 Richmond Heights Local School District
 Rio Grande Community College
 Riverside Local School District
 Rootstown Local School District
 RPM International Inc.

S

The Scotts Company
 Sebring Local School District
 Seneca East Schools
 Shawnee State University
 Sheffield-Sheffield Lake City Schools
 Sherwin-Williams Company
 Signet Jewelers
 Sinclair Community College
 Southern State Community College
 Squire Patton Boggs
 Stark State College
 State of Ohio

State Teachers Retirement System of Ohio
 STERIS Corporation
 Streetsboro City School District
 Sutherland Global Services
 Swagelok Company

T

Teamsters Local 293 Pension/Welfare Fund
 Terra State Community College
 Thompson Hine LLP
 Tiffin Schools
 Toledo-Lucas County Public Library
 Tucker Ellis & West LLP

U

Ulmer & Berne LLP
 Union Benefits Trust
 United Local Schools District
 University Hospitals Ahuja Medical Center
 University of Akron
 University of Cincinnati
 University of Toledo

V

Vermilion Local School District
 Vitamix

W

Washington State Community College
 Waterloo Local School District
 Wellington Exempted Village Schools
 Western Connecticut Health Network
 Westfield Group
 Wickliffe City Schools
 Willoughby / Eastlake City Schools
 Windham Exempted Village Schools
 World Shipping Inc.
 Wright State University

THANK YOU TO OUR ANNUAL SUPPORTERS:

Accolade • Findley • Oswald • Quantum Health

Abbvie • Aetna Inc. • Airrosti Rehab Centers LLC • American Specialty Health • Anthem Blue Cross Blue Shield • Aon • Archimedes RX • Business Solver
 CancerBridge • CareATC • Castlight Health • Cigna • Consumer Medical • CVS Caremark • EdLogics • EyeMed Vision Care • Fedeli Group • Gallagher
 Health Design Plus • HealthWorks • Hylant Group • Maxim Health Systems • MCM Solutions • Medical Mutual of Ohio • Medsurety • Mercer • Merck & Co Inc.
 Momentum Health • NFP Corporate Services • Novo Nordisk Pharmaceuticals • Optum P&A Group • Pfizer Inc • Provant Health Solutions • RetireMED IQ
 Risk International • The Big Know • Truven Health Analytics • UnitedHealthcare • Universal Benefits Solutions • USI Insurance • Vision Service Plan (VSP)
 Walgreens • Willis Towers Watson

BOARD OF DIRECTORS

Chairman
Don Bell
Director of Executive Awards
OhioHealth

Members
Cindy Kip
Senior Director, Benefits
Planning
Nationwide Insurance

Kelley Korte
Past Director, Benefits
American Greetings

Tim Kowalski
Chief Medical Officer
Progressive Corporation

Martha Lanning
Director, Health and Welfare
Plans
The Sherwin-Williams
Company

Frank Mulvaney
Director of Benefits
Signet Jewelers

Keith Race
Director, Global Benefits
Parker Hannifin Corporation

Thomas Tercek
Director of Global Benefits
The Lubrizol Corporation

HELPING EMPLOYERS THINK DIFFERENTLY

There's one thing we can all agree on — the future of healthcare remains uncertain. *But that doesn't mean employers are powerless.* Organizations have had the power all along to contain rising benefits costs and address health disparities in their employee population. It's just a matter of perspective.

Approximately 80 percent of what impacts an employee's health resides outside of the healthcare system. It exists in the environment, the neighborhoods our employees reside in, and the communities in which they live. To address what really drives healthcare costs, employers need to focus on creating healthier environments both inside and outside of the workplace — incorporating all the factors that impact the long-term health of business, individuals, and the community at large. Employers who invest in their communities and empower their current and future workforces to adopt healthy lifestyles will ultimately deliver more effectively and efficiently on their mission and organizational commitments.

We are focused on bringing all those involved — medical professionals, insurance providers, consultants and member employers, to collaborate on new ways to educate, empower, and provide services that improve patient outcomes and reduce costs for everyone.

We do this by supporting initiatives to help move the sick curve from age 45 to age 65, educating communities on how to find the right care, and negotiating new service models to better support employee engagement, so that employers can affect real change in the health of their employees and the communities where they do business. Health Action Council is here to help employers tackle day-to-day challenges, while laying a long-term foundation to support business facing uncertainty in the healthcare industry.

Thank you to the board of directors, members, supporters, sponsors, and other stakeholders for helping make last year a success.

Best Wishes,



A handwritten signature in blue ink that reads "Patty Starr".

Patty Starr
Executive Director
Health Action Council



A handwritten signature in blue ink that reads "Don Bell".

Don Bell
Director of Executive Awards
OhioHealth

SHIFTING PERSPECTIVES

Employers have always possessed the power to influence healthcare and promote employee health, and together we've been doing just that.

“What I like about Health Action Council is that I'm never alone...I've been involved with them for many years and I like how they've grown in scope and are really impacting the conversation.”

- Ellen Matisko, Director of Benefits and Retirement Plans Aleris International, Inc.

Over the past several years, we've been challenged to re-examine what we know about health, healthcare and benefits. And that's required a dramatic shift in perspective.

Although it's widely known, studies prove that employee health determines the success of an organization and its surrounding community.

But, what many employers struggle to understand is how both their workplace culture and community can directly impact employee health. Finding ways to bind employees, employers and their surrounding communities together in efforts to improve overall health is what drives our everyday work at Health Action Council.

Empowering Employers

We believe that it's employers that will drive true healthcare change through new conversations, expectations, and

collaborations. We've made it our mission to listen and bring to life member-driven solutions, tools and knowledge needed to help employers think differently and create healthier, best-in-class cultures and communities where businesses can thrive.

Our mission is gaining strength. Last fiscal year we expanded our national footprint by adding 20 new members and retaining 96.5 percent of existing members.

“What I like about Health Action Council is that I'm never alone,” says member Ellen Matisko, director of benefits and retirement plans at Aleris International Inc. “I've been involved with them for many years and I like how they've grown in scope and are really impacting the conversation.”

So, how do we build on this momentum moving forward?

REPRESENTING:



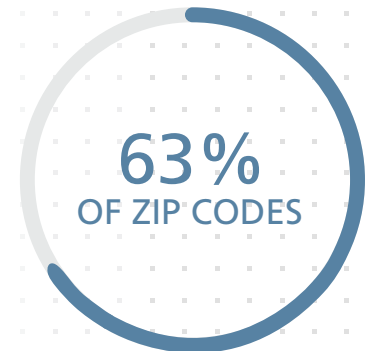
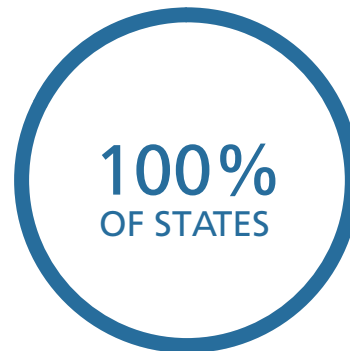
MORE THAN 200
EMPLOYERS AND
UNION GROUPS

COVERING:



MORE THAN 2 MILLION
UNIQUE INDIVIDUALS

AS WELL AS:



We'll continue to challenge businesses to ask for and drive change and not settle for status quo. Health Action Council continues to offer fresh perspective, encourage innovation, and work collaboratively to strengthen our unified force.

Engineering Savings

"We're already saving on administration fees and claims through our Caremark deal," says Alicia Dougherty, benefits manager at Forest City.

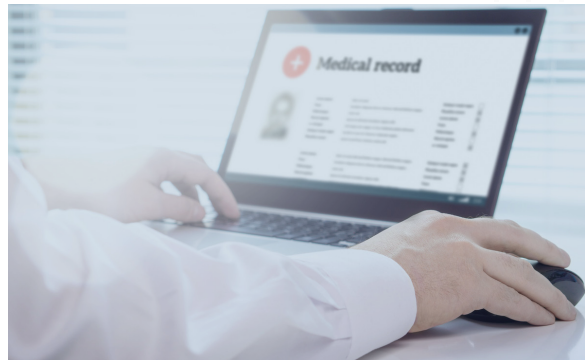
"By joining the Health Action Council-sponsored UnitedHealthcare program and bundling various products, it will create a one-stop benefits shop for associates, so naturally our claims costs will go down over time as engagement increases."

She's referring to the recently completed member-driven request for proposal that resulted in the development of an innovative health model with

UnitedHealthcare. Available to members January 1, 2019, it's a unique, personalized service model that puts consumers at the center of care.

Focusing on interpersonal relationships and preemptive care, this direct-engagement model encourages employees to own their own health while reducing overall care costs. The model also utilizes technology and data analytics to help employees better understand their benefits, stay healthy, monitor decision-making, improve care integration, and drive waste out of the healthcare system.

Members enrolled in our current medical program through UnitedHealthcare last year enjoyed a collective \$4.1 million in annual savings on administrative fees. And since its inception in 2010, members have saved more than \$219 million in claims costs, a direct result of driving better trend.



PHARMACY AUDIT & MARKET CHECK

Achieved almost
\$850,000
in audit recovery

And more than
\$150 MILLION
in PBM market
check savings

In addition to running
4% BELOW
market trends

And the savings goes beyond medical. Members enrolled in the pharmacy program saved a collective \$94.1 million last year. Matisko says, "The process of moving into the CVS Caremark Program was seamless."

A Focus on Health Literacy

It can take time to create a culture that empowers employees to 'own their own health,' but when employees have high health literacy, they're more engaged, more productive, and have fewer costly claims.

Increased health literacy places focus on the 'health' in healthcare. By giving employees the tools they need to make positive health

choices in the communities where they live, learn, work and play, they are better positioned to avoid costly disease and disability.

According to recent research on health and income, it's a company's lowest wage earners that slack on preventive care. It's those low wage employees who also have twice the hospital admission rates and three times the emergency room visits as their higher wage counterparts.

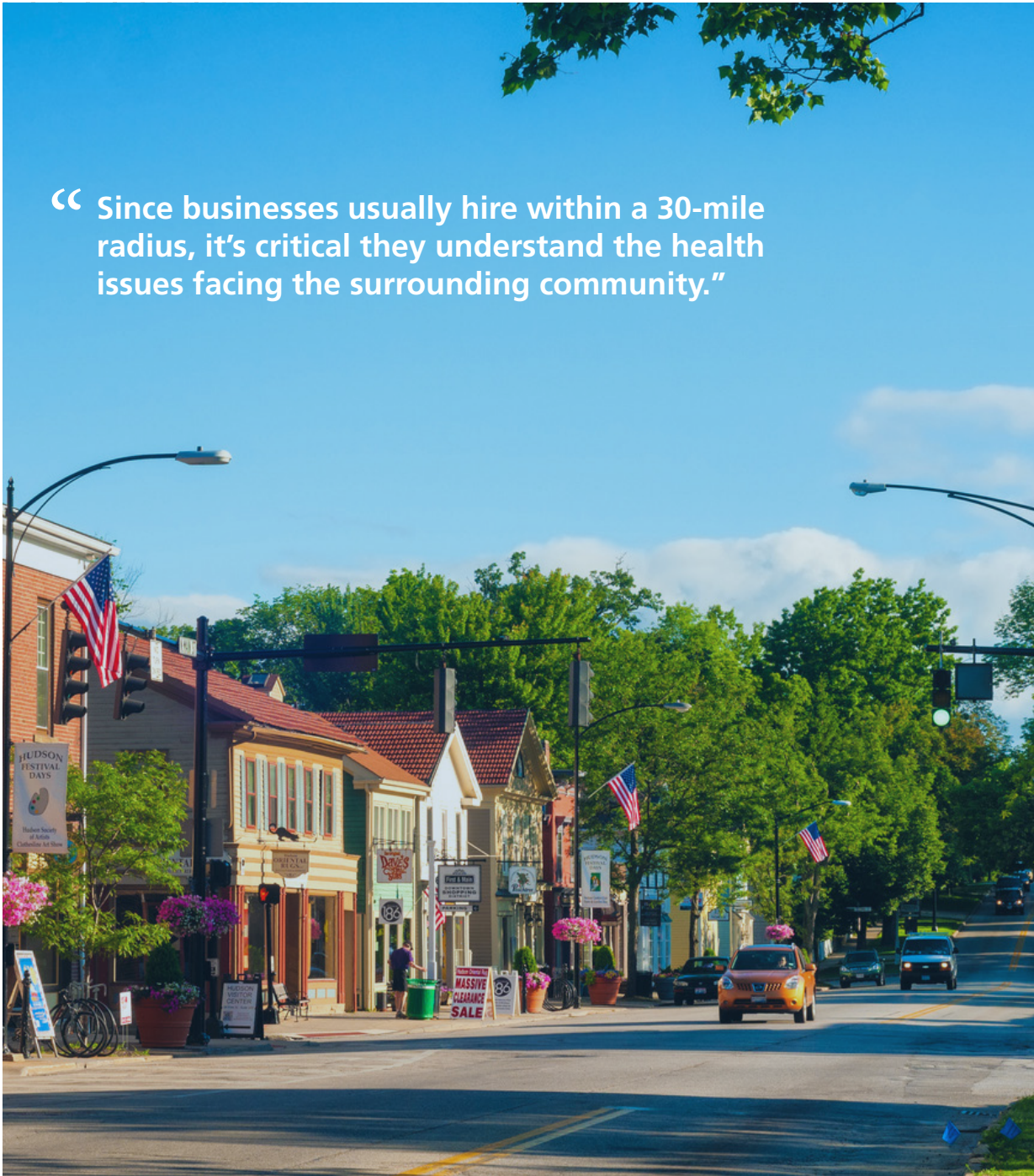
Providing personalized training in health literacy with an emphasis on understanding the benefits package could turn these rates around.

Member company Forest City is already on-board with this thinking. "Many employees struggle with understanding their plans and how they work," says Dougherty. "The UnitedHealthcare call center is equipped with experienced representatives empowered to advocate for our associates. They also have access to medical claim and prescription drug data, which allows them to proactively reach out via phone, email, text or mobile app to increase engagement and awareness."

Another component of health literacy is knowing how to find the right care, in the right place at the right time.



“ Since businesses usually hire within a 30-mile radius, it’s critical they understand the health issues facing the surrounding community.”



Through a collaboration with UnitedHealthcare, CVS and Walgreens, Health Action Council launched the ‘Find the Right Care’ educational campaign in seven communities with high rates of emergency room misutilization.

In the midst of a historically bad flu season, the three-month campaign decreased unnecessary emergency room utilization trends by nearly 7 percent.

A Direct Relationship Between Community and Business

Since businesses usually hire within a 30-mile radius, it’s critical they understand the health issues facing the surrounding community.

Just as the health of the community shapes the health of business’ current and future workforce, it also impacts decisions about expansion and local investment. These are the reasons that inspired our white paper entitled *Community Health Data: Improving Employer Investment in Overall Employee Health*, presented at the 2018 IN-VALUE-ABLE Conference in Cleveland, OH.

It further reinforces the idea that the health of an employee population mirrors the health of the community population, meaning that any community investment can be seen as a direct investment in the current and future workforce.

Employers can target initiatives that will directly impact employee experience and healthcare costs by utilizing neighborhood-specific data and engaging local community organizations and healthcare providers.

TOP ACCOMPLISHMENTS

01

MEMBER GROWTH

Added 20 new members, maintained a 96.5 percent retention rate, increased participation in group purchasing programs, and strengthened our national imprint. Our growth drives improved pricing, peer-to-peer learning, and strengthens our negotiating power to drive innovation within the marketplace.

02

MEDICAL INNOVATION

Developed and contracted a new continuum of healthcare programs through UnitedHealthcare leading to true patient-centered healthcare innovation for member companies while guaranteeing cost.

03

ER REDIRECTION CAMPAIGN

Collaborated with UnitedHealthcare, CVS Health, and Walgreens to help educate employees and their communities on how to find the right care setting to avoid costly, unnecessary emergency room visits. The initial program resulted in a trend decrease of nearly 7 percent.

04

COMMUNITY DATA WHITE PAPER

Data that can help employers better understand their population's medical risks before a single claim is filed.

05

2018 IN-VALUE-ABLE CONFERENCE AND EDUCATION

Attracted more than 43 sponsors and 700 HR and benefits professional attendees to learn, collaborate, and network. Offered 16 virtual and live educational events with a total of 621 registrants.

06

QUALITY IMPROVEMENT

In our role as a Regional Leader for the Leapfrog Group, we continued to drive safety, quality, and transparency of care. This rating and reporting platform collects hospital data on treatment outcomes, rates of hospital-acquired infections, errors, accidents and injuries to better inform consumer selection of a site for care. In addition, we issued educational papers on never events, hospital-acquired conditions, and 30-day hospital readmission rates.

07

STEP-IT-UP CHALLENGE

Activated 193 member employees who averaged 10,748 steps per day, twice as many steps as the average U.S. worker.

Bottom line, it's important to remember that opportunities for the greatest impact rest within the surrounding community.

Gaining Perspective Through Education

"Membership pays for itself," says Cassie Leiby, manager of benefits strategy and technology at The Lubrizol Corporation. "I encourage my direct reports and colleagues to go to every event they can and take advantage of everything Health Action Council has to offer."

Matisko agrees, "They know I wear multiple hats, so I rely on them to keep me current on what I need to know about compliance, innovative plan design, and best in class trends."

Last year we hosted 16 virtual and live events. The 2018 IN-VALUE-ABLE Conference brought together close to 700 benefits professionals and providers. In addition to the conference sessions, attendees found ways to connect and learn from each other.

"I had already been thinking about the UnitedHealthcare program, so while at the conference I was able to gain a better understanding of the program by talking to members already enrolled," says Dougherty.

Whether members need the answer to a quick question or they're working through a complicated issue, Health Action Council will help point them in the right direction. "Although we haven't used all the available services through Health Action Council, it's their experienced team, insights and ability to connect me to whatever I need that makes them a go-to organization," says Matisko.

6 WAYS TO MAXIMIZE YOUR MEMBERSHIP

Are you taking advantage of all the opportunities that exist through Health Action Council? If not, here's a good place to start.

ENGAGE EMPLOYEES

Take advantage of tools that will help you better engage employees to create a healthier, happier and more productive workforce.

2019 IN-VALUE-ABLE CONFERENCE SERIES

Register for the 2019 Conference Series. It's free for members.

SAVINGS

Explore how our innovative group purchasing solutions could help you reduce the cost of benefits while still providing employees with choice of and access to care.

EDUCATION

Attend an upcoming virtual or live event to receive free continuing education credits.

DECISION TOOLS

Examine the tools we've designed to help you make more informed benefits decisions. Topics include enhancing employee engagement, vendor support management, compliance navigation, and so much more.

WELLNESS

Recruit a team for our quarterly Step-It-Up Challenges, sponsored by Fitbit.



STEWARDSHIP IN ACTION...

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

GROUP PURCHASING PROGRAMS

Funds generated through group purchasing accounted for 75% of Health Action Council revenues. These funds are reinvested to manage our medical, prescription drug, vision, and flu shot programs, and fund new purchasing programs and purchasing initiatives including contract negotiations, market checks, advocacy, legal reviews, audits, health and community improvement projects, and research initiatives.



EMPLOYER MEMBERSHIP DUES

Employer membership dues contributed to the vitality and evolution of Health Action Council by generating 15% of FY2018 revenue. Member dues support our operating expenses and allow us to leverage the strength and impact of national advocacy organizations.

ANNUAL SUPPORTERS / EVENT SPONSORSHIP

The generosity of our annual supporters and event sponsors represented 10% of Health Action Council revenue in FY2018. Through this financial commitment, Health Action Council developed and delivered the IN-VALUE-ABLE annual conferences, live workshops and webinars to increase knowledge, and fulfill our mission to our members.

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 is able to support critical projects, including emergency room redirection, medical homes, and initiatives by The Leap Frog Group, Better Health Partnership and Health Policy Institute of Ohio.



health action council

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