

Mid-America Coalition on Health Care (MACHC)

BUSINESS DESCRIPTION: MACHC is an employer-driven, non-profit collaboration of stakeholders in the bi-state Kansas City region, including 465,000 covered lives.

INITIATION OF VBID PROGRAM/STRATEGY: November, 2008.

PROGRAM OBJECTIVES: Use value-based design principles to develop data-driven tools and resources to:

- Help employers improve the health of employees and their families.
- Promote employee wellness.
- Manage longer-term health care costs.

PROGRAM COMPONENTS: Called the Kansas City Collaborative (KC2), this two year collaborative, employer-based national pilot program is not simply an insurance program, but also one that encompasses health and wellness. "KC2 aims to educate employers on the value of aligning incentives for desired health behaviors and removing health care barriers for their employees. It also seeks to build data-driven resources and tools to demonstrate how Value Based Benefits concepts can be implemented across a broad range of workforces and corporate cultures to improve employee health and manage health care costs. Key learnings from Kansas City employers will be shared so that Value Based Benefits concepts can be replicated by other employers across the country." The National Business Coalition on Health (NBCH) will disseminate the strategies; Pfizer Inc. is providing technical and financial assistance.¹⁶

Prior to launch, KC2 offered a series of educational sessions to support employers in implementing value-based benefit initiatives, which will be introduced during the second year of the project. The collaboration also is developing an Employer Guide, which will track informational content gathered during the project and highlight the experience of coalition members in applying the value-based strategies to their organizations.

PROGRAM RESULTS: Results are not yet available.

"The program is not just a drug design, but we are putting our arms around the total health care spend and return."

Bill Bruning, President and
CEO, MACHC