



health
action
council

2023 ANNUAL REPORT

40 Strong. Reflecting and Building
a Healthier Tomorrow



40 Strong. Reflecting and Building a Healthier Tomorrow

Forty years ago, five visionary companies formed Health Action Council to use their collective buying power to receive greater value from their healthcare spend.

As membership grew, the coalition's focus expanded beyond group purchasing to include education programs and health improvement incentives that increase the value of health benefits, and promote employee engagement and wellbeing. The organization, created by members for members, evolved to become a safe space to share ideas and best practices, and innovate — to collaborate for a healthier tomorrow. Our members have a strong voice, positive impact, and are the path to the future.

Reflecting on 40 years and strategically planning for what's next, we are rooted in our mission. We envision a healthy, vibrant, and prosperous community where businesses can thrive. We continue the quest to enhance human and economic health through thought leadership, innovative services, and collaboration.

The healthcare environment continues to evolve and the regulatory landscape is increasingly complex, as is the benefits marketplace. But communities remain a consistent value that drive results. Our work at Health Action Council has always centered on **quality, transparency, education, and cost**. We serve as a trusted advisor to member employers, creating solutions that improve outcomes, reduce costs, simplify complex issues, and help their employees thrive.

We are 40 strong.

Together, we successfully navigate transition and embrace change as a vehicle for self-assessment, improvement, and innovation. Specifically, in 2023 we renewed our organizational strategic plan during a multi-stakeholder process by evaluating "what is" and anticipating what's next. The result is a reinvigorated, redefined roadmap designed to take Health Action Council and our members into the next decade and beyond.

Speaking of transition, we returned to in-person attendance for two days of the annual **IN-VALUE-ABLE Conference & Expo** and maintained one virtual day, recognizing the importance of face-to-face networking, collaboration, and knowledge sharing.

During this anniversary year, while looking internally at how we have grown and evolved, we introduced a Customer Centric trusted advisor training model to our team that will further strengthen our relationships with members.

A healthier tomorrow is possible only because of our members. For 40 years, this focus has never shifted — and it continues to drive our good work. We boldly embrace what the next 40 years will bring as a platform for mitigating healthcare risk and improving outcomes through group purchasing, education, and health improvement activities.



Patty Starr

Patty Starr

*President & CEO
Health Action Council*



Tim Kowalski

Tim Kowalski

*Chief Medical Officer
Progressive Corporation*



Keith Race

Keith Race

*Manager-U.S. Health
& Welfare Benefits
Parker Hannifin
Corporation*

Because of our members, we are 40 strong and growing.

Strategic Planning with Forward-Thinking Purpose

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and Benefits
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For Health Action Council, our legacy as a member-driven organization includes a commitment to continuously elevating the way we deliver value. We know that the more voices we can invite to the table with different ideas expands our perspective and creates a unique platform to drive more impact.

A multi-stakeholder strategic planning initiative renewed our mission and purpose, redefined our goals and helped set a course for the future. Member-driven remains a core, foundational element of our organization, and our membership identified service as a value driver — one we will continue to emphasize, along with product innovation to drive growth and return-on-investment.

The process included a deep-dive examination of the general market, the health insurance environment, employer health plan trends, and Health Action Council market competition. Input from the staff, board, members, and endorsed vendors directed consistent themes. Some of those include growth, thought leadership, future-focus, idea generation, research, advancing education, deepening relationships, and telling the Health Action Council story.

And we have a compelling story to tell. While other group purchasing organizations chase cost management, we pursue health — better health, improved quality of care, and cost-containment for employer members, employees, and partners.

Historically, Health Action Council has taken a proactive approach to delivering data-driven resources and vetted health improvement solutions to members. The strategic planning process reaffirmed this commitment and renewed our vision to continue our leadership and deepen our impact.



We are deliberately meeting members where they are, demonstrating that they are the focus, the priority, the why.

Member Strong.

40 Years of Impact + Growing

Your Support Drives Impact

We sincerely thank our annual supporters for contributing to Health Action Council's efforts to deliver education, improve healthcare quality and launch health improvement initiatives, along with resources, tools and access to cost savings.

Bend Health
CHC Wellbeing
Clarity Benefit Solutions
Compt
Surgery Plus by Employer Direct
Headspace
Hello Heart
Hinge Health
Included Health
Kaia Health
Medefy
Nexben
One Medical
Pfizer
Point 6 Healthcare
Quantum Health

Building a healthier tomorrow begins with the why, which is our members.

It all started with a group of visionary companies that wanted more value from the millions spent on healthcare. There had to be a better way. They formed a coalition and grew a member-driven community that is Health Action Council with a mission to improve outcomes, lower healthcare benefits costs, and enhance the wellbeing and economic health of their communities.

Throughout our 40-year history, Health Action Council has continued to be a member-driven organization of professionals who support each other. We are an engaged, united consortium. We guide member employers and together, we evaluate organizational health on all levels. We challenge the conventional healthcare model and invite new conversations on ways to improve employee health outcomes. We are a source of truth in solving complex employee benefits challenges.

Health Action Council could not facilitate projects that improve quality, lower costs, and deliver value to members without our generous, dedicated supporters. With their efforts and through collaboration with key stakeholders, we are building a culture of health in a rapidly changing market.

The diverse membership population, which grew 19 member groups from July 1, 2022 to June 30, 2023, includes mid-sized and large employers, public and private sector. Our existing membership renewed their commitment, with a 93.2% retention rate. Our impact is expanding, delivering coverage to more than 2.6 million individuals. We have 44 supporters and 44 conference sponsors.



93.2%
Retention
Rate

19
New Member
Groups

44
Annual
Supporters

44
Conference
Sponsors

2.6+
Million
Individuals

Healthwise Data-Driven Mindshare

Education is a key pillar supporting the value we provide our members. Our programming delivers timely content and resources on trends, innovations, communications, and policies. Here is an example of our thought leadership in action:

During the pandemic, we adapted our annual conference to offer a safe, accessible online platform and attracted even more attendees in 2022, including a broader national audience. This year, we shifted to a hybrid model, inviting members and guests to engage in person, online, or both. The three-day event engaged more than 445 registrants.

Social connection is a valuable part of all this, which is why the annual conference is amazing. There is always such a wealth of information shared between employers, providers, and other members. The opportunity to exchange ideas with innovative health and wellness leaders has been monumental. I have learned a great deal from Health Action Council activities.”

- Nichole Bowman-Glover, Ph.D.
Wellbeing benefits analyst,
Columbus State Community College (CSCC)

With a focus of bringing humanity into the healthcare conversation, keynote speakers included Drew Mendelow, who shared how his diabetes diagnosis inspired him to develop the app T1D1, which stands for Type 1 from Day 1. His goal was to simplify diabetes management by helping people track their glucose levels. Comics creator Sam Hester spoke about using graphic medicine to illustrate patients' needs and goals. She shared how drawing helps connect patients and the healthcare system.

The event drew 44 sponsors, over 445 registrants, and re-introduced IN-VALUE-ABLE's integral in-person relationship building focus with breakout sessions, a sponsorship expo, peer-to-peer learning, and attendee networking.

Thank You to Our Classic Annual Supporters

AbbVie
Aetna Inc.
Anthem Blue Cross Blue Shield
Aon
apree health
Ascendium
CBIZ
Cigna
Ciuni & Panichi
CVS Health
Empyrean
EyeMed Vision Care
Fedeli Group
Fetch Pet Insurance
Gallagher
Hylant
Kaya Health
Marathon Health
Merck & Co. Inc.
Motivity Care
NFP Corporate Services
Novo Nordisk
Nox Health
One Stop Wellness
OptumRx
RetireMed IQ
Springbuk
United Healthcare
USI Insurance Services
Virgin Pulse
VSP Vision Care

in • value • able
2023 conference series
Presented by Health Action Council

445+
Registrants



White Paper: Millennials and their Children

Education is a key pillar supporting the value we provide our members. Our programming delivers timely content and resources on trends, innovations, communications, and policies. Here is an example of our thought leadership in action:

In our sixth annual white paper, Health Action Council and UnitedHealth Group explored factors and claims data representing 126,000 individuals. It compares the generations' healthcare usage and drivers, from medical risks and behavioral health to parenting and financial impacts.

The purpose: to understand the greatest areas of disease burden and to seek insights on what life circumstances are propelling Millennials and their children to be high utilizers of the healthcare system compared to other generations.

The data gathered drew attention from multiple major media outlets, along with Dr. Roy Bachinski at University Hospitals. He said in a WEWS-TV interview, "I was quite surprised to see that this is the trend," though when he examined the data, it makes sense. "This generation has been exposed to a number of events, certainly over the last three years with COVID, and definitely other events earlier on with regard to the Great Recession as well as the dot.com generation during the tech slide."

The whitepaper explains why by connecting the dots between healthcare utilization, social determinants of health (SDOH) indicators, economic factors and family influences, millennials exceed older generations in chronic health conditions like diabetes and obesity.



White Paper Findings

- Though younger, Millennials have 106% more hospital admissions for diabetes, and 55% more ER and urgent care visits for hypertension despite taking 6 fewer prescriptions annually.
- While Millennials have a low incidence of obesity compared to others at 2%, they have higher facility utilization with 31% more ER and urgent care visits.
- Millennials are most likely to have substance use disorder claims.
- This age group and their children account for 41% of neurodevelopmental claims like attention deficit disorder and autism.
- The cost of pregnancy for Millennials is 14% higher than Gen Z and Gen X with cost factors including fertility treatment, high-risk pregnancy, and C-section delivery.

Always for Members, Strong Together

Celebrating 40 years included identifying 40 ways to refocus on better health outcomes in four key categories. Here's a sampling.

Good Design, Better Benefits

Good design is innovative. Proactive product development can be as simple as tweaking a process or communication style so you're reaching your audience. Or, it can mean adding an option that meets people's needs.

Capture Meaningful Data

Data and metrics matter. Understand the chronic conditions your employee population faces and recognize the variables among different offices if you have multiple locations. Employers who focus on their population's health needs can effectively address the value of their human capital, including knowledge, skills, abilities, motivation, and creativity.

Engaging Employees to Make Healthier Choices

Get everyone on the same page. This is all about speaking the same language. When employees understand the culture and leadership sets the tone by living it, there is connectivity and collaboration. From a healthcare and wellness standpoint, alignment establishes a common ground. Start the conversation. Ask employees what matters most. By gaining a deeper understanding of what's truly important to them, you'll be better positioned to deliver focused, effective solutions.

Evolving in Changing Times

Agility is critical. Embrace flexibility as we face unique times and a whole new level of evolution in our workplace environments. It's all happening fast. Walk in employees' shoes. Empathy gives us the ability to see people for who they really are, understand varying perspectives and consider what supports, services, and tools benefit the individuals on our teams.

UHC Book of Business
Grew UHC/UMR book of business by approximately

40%

*up two credit levels with UHC and UMR

Credit Increase
Obtained

\$3.9M

in growth and loyalty credits for UHC/UMR

Serving as an employers-first advocate for group purchasing to advance healthcare outcomes and cost savings requires due diligence, data-driven decision making, and collaborative vendor relationships.

We're continuously evaluating opportunities to deliver more value to members by developing innovative products and services. This requires thoughtful vetting, which we executed during thorough **CVS** and **OptumRx** audits during July 2022 to June 2023. **Key findings include:**

- **\$3.4 Million returned to members through our pharmacy audit**
- **\$13.9 Million in market check savings**
- **20 Year single digit pharmacy trend**



In addition, we performed a clinical audit focused on CVS and OptumRx PBM high-cost specialty clinical management programs. Findings showed both organizations were doing a good job, while identifying some areas of improvement. For example, employers were advised to not allow a 90-day supply for specialty drugs.

Membership in our medical program through UnitedHealthcare grew by approximately **40%** which drove additional member savings. In addition, our Medical Administrative agreement with UnitedHealthcare achieved **\$3.9M** in growth and loyalty credits for members enrolled in our program.

Healthwise Data-Driven Mindshare

Improving Population Health

We're supporting members' focus to improve health outcomes and manage the health continuum of their employee populations by developing and releasing the second Health Action Council/UHC and first Health Action Council/UMR Plan Sponsor Aggregated Results reporting package. UnitedHealthcare and Health Action Council stratified its data to identify key areas of focus to drive improvement in 2022. Each company was encouraged to focus efforts on key metrics to mitigate risk and lower costs within their self-funded populations. The goal is consistent and persistent: Maintain and improve members' population health status.

We will continue to focus on metrics that accomplish the following:

- Sustain superior satisfaction.
- Preserve and improve population health.
- Manage cost and risk.

Dedicated, Custom Clinical Model

Our concentrated clinical team and model focuses on individuals with a combination of Social Determinants of Health (SDoH) and clinical triggers. We implemented this initiative in January 2022 and closed more than 10,427 gaps in care with an estimated value of more than \$13.3 million and per member per month (PMPM) savings of \$80. Individuals with both SDoH and clinical triggers earned back \$114 in savings.

>>The savings offset any additional expenses associated with the population challenged with SDoH and clinical triggers.

10,427
Care Gaps
Closed

13.3M
in Annual
Savings

\$80
PMPM*
Savings

\$114
Savings for
Individuals

with SDOH and
Clinical Triggers

Containing Healthcare Costs

Health Action Council vetted, contracted, and onboarded a clinical team to oversee the pharmacy and medical group purchasing programs to maintain a trend of <2% and grow our current book of business. This effort emphasizes a commitment to responding to members' needs and delivering a valuable experience. We also contracted with the health advocacy vendors, **Quantum** and **Included Health**, and conducted staff training to enrich the member journey toward improved health outcomes and cost savings.



Health Improvement, Leveling Up

Never settle. Health Action Council raises the bar to deliver value to members and resources

Health Action Council leverages our resources to help bring about health and quality outcomes. Our strategic partnerships improve utilization, simplify the message of health and healthcare, and promote a community of health. This focus provides transparency in healthcare so that employees are better informed and make better decisions when they seek care, and members realize meaningful cost savings.

Teeing Up Better Health

Health Action Council hosted its third annual Healthy Kids Golf Outing at NorthStar Golf Club in Sunbury, Ohio. The outing drew 65 golfers and raised \$10,500. Three winning foursomes generously donated their \$500 winnings to the schools of their choice: **Covington High School** (Covington, Ohio), **Chesapeake High School** (Chesapeake, Ohio) and **Olentangy High School** (Lewis Center, Ohio). We thank the program sponsors Quantum Health, UnitedHealthcare, CVS Health, CBIZ, and Marathon Health.

Healthy Kids programming promotes the importance of completing annual wellness visits, getting preventable disease immunizations, staying active and improving health literacy. Healthy kids correlates to increased employee productivity and retention, and helps employers achieve lower healthcare costs.

Step-It-Up, a Bigger Climb

The Step-It-Up program was extended to four-week segments based on participant feedback. The no-cost initiative promotes overall health for the workplace and community. The Step It Up Challenge encourages friendly competition with team-based and individual-based challenges and various weekly mini challenges. Participation continues to grow and the challenge platform offers members a ready-made wellness tool so they can improve health outcomes and develop healthy habits.

ER Redirect

Health Action Council launched the Emergency Room Redirection campaign in 2017 to teach employees how to find the right care provider to save time and avoid costly, unnecessary emergency room visits. As a result, ER misutilization across membership **decreased** by 20% from its inception in 2017 to June 2023. By comparison, the rate including groups not involved in the annual campaigns **increased** 9%. We were awarded the **2022 Bronze Healthcare Marketing Impact Award** from Modern Healthcare for [findtherightcare.org](https://www.findtherightcare.org), an online resource to help individuals find the right care at the right place at the right time.



ER MISUTILIZATION ACROSS MEMBERSHIP DECREASED BY 20%

Member Strong.

40 Years of Impact + Growing

4 Ways to Maximize Your Membership



2024 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.healthactioncouncil.org/in-value-able)



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](https://www.healthactioncouncil.org/group purchasing)



Education

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

[healthactioncouncil.org/education](https://www.healthactioncouncil.org/education)



Decision Tools

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

[healthactioncouncil.org/resources](https://www.healthactioncouncil.org/resources)

A ruby anniversary for 40 years symbolizes loyalty and devotion. Reflecting and strategizing – reconnecting and reimagining – we couldn't say it better.

A milestone anniversary year inspired Health Action Council to reignite our purpose and celebrate our successes, while always looking ahead to anticipate what the healthcare landscape will look like in the future so we can deliver the resources and value our members expect. We are proud of our legacy as a trusted partner for education, health improvement, and group purchasing, all dedicated toward challenging the conventional healthcare model, improving healthcare outcomes, and providing value to our members.

We make an impact because our members make the difference. Your inquiry, engagement, and idea sharing enriches the experience for all employer members. Our members are not part of the story, you *are* the story, from day one and into the future. Thank you.

We're 40 years strong. Our 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.

Committed to Stewardship

Membership Dues

Employer membership dues contributed to the vitality and evolution of Health Action Council by generating 15% of FY2023 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.

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, as well as fund research of new purchasing programs and purchasing initiatives including contract negotiations, legal reviews, and audits.

Annual Supporters and Event Sponsorship

Annual Supporters and Event Sponsorship is equal to membership dues & GP Program. The generosity of our Annual Supporters and Event Sponsors represented 9% of Health Action Council revenue in FY2023.

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 the Emergency Room Redirection campaign, Healthy Kids, and initiatives by The Leapfrog Group, Better Health Partnership, and Health Policy Institute of Ohio.