



**LEADING**  
with *purpose*

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**2022**



health action council

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Enhancing Business • Enlightening Lives • Enriching Communities

# LEADING WITH PURPOSE

What does it mean to lead with purpose? This past year, it has meant confidently guiding our members, supporters, and the community through extraordinary changes in health care. As the pandemic surged and subsequently subsided, we maintained a steady focus on delivering even higher levels of quality, health improvement, and cost savings.

We leveraged the unprecedented pandemic as an opportunity to strengthen our team and deliver more value to members. Health Action Council remains a catalyst for positive change and strives to be a thought leader that partners with employers, supporters, and the community. As a result, membership grew to 226 employers and union groups, covering more than 2.6 million individuals.

Health Action Council continued our commitment to supporting cost reduction efforts through group purchasing, health improvement and education, and maintained a laser focus on the principle that employees are an organization's greatest asset. We executed new contracts to re-endorse CVS and OptumRx and completed annual audits of both organizations. We implemented a dedicated clinical team and custom clinical model to our medical plan offering to increase engagement and improve outcomes within the employee population with Social Determinant of Health (SDoH) factors, and we helped our members focus on key elements of their benefit plan design by issuing the first Health Action Council Plan Sponsor Aggregated Results Reporting Package. By providing educational programming, best practices, care improvement programs, opportunities for cost reduction, and decision-support tools, our employer members can choose products and services that both align with their needs today and will grow with their organization into the future.

Once again, we shifted in-person events to virtual platforms and in 2022, we saw attendance numbers increase for events such as the annual IN-VALUE-ABLE Conference. This year's conference theme was "Imagine". Its four-week virtual format provided participants a customized way to connect. Attendees generated new ideas and views as they heard from thought leaders.

In the complex healthcare environment, maintaining focus and purpose is easy to talk about and difficult to accomplish. But we are centered on three pillars: enhance business, enlighten lives and enrich communities. Through 2022 and beyond, we will continue to support members with the resources, products, and services they need to thrive as companies, and we are growing stronger and healthier together.



A handwritten signature in black ink that reads "Patty Star".

**Patty Star**  
President & CEO  
Health Action Council



A handwritten signature in black ink that reads "Tim Kowalski".

**Tim Kowalski**  
Chief Medical Officer  
Progressive Corporation



A handwritten signature in black ink that reads "Keith Race".

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

# LEADING CHANGE, GUIDING IMPROVED OUTCOMES

Recapping a year of driving operational excellence and delivering purpose-driven resources, products, and services.

Leading with purpose requires constantly seeking information and answers—analyzing data, identifying opportunities, and taking action. At Health Action Council, this means striving for operational excellence across all categories of our organization, from educational programming to group purchasing. In the fast-changing healthcare benefits space, we recognize that ongoing vetting to leverage cost savings and improve value is critical. We never settle.

As a not-for-profit organization focused on enhancing human and economic health, we could not facilitate projects that improve quality and outcomes, lower costs and deliver value to members without our generous, dedicated supporters. With their efforts and through collaboration with key stakeholders, we are continuing to build a culture of health in a rapidly changing market. We are a purposeful resource for members.

We've seen our membership grow. Today, our membership is diverse and consists of 53 percent private businesses and 47 percent public companies. Our impact is expanding. We cover all states, 95 percent of counties and 70 percent of ZIP codes. We have 36 supporters and 36 conference sponsors. Our members deliver coverage to more than 2.6 million unique individuals.

Health Action Council not only weathered what was a worldwide pandemic with economic uncertainty, we grew while delivering on commitments. We enjoyed expanded national press exposure with more public relations activity while introducing viewpoints that gave members fresh perspectives to steer decision-making and jumpstart strategy.

Health Action Council continues to be a national leader in evaluating data and providing action-driven insights that gain national attention. This is a testament to the way we lead with purpose and design our initiatives, products, and services with members' best interests in mind.

## BOARD OF DIRECTORS

### **Amy Capitena-DuFour**

Director, Global Total Rewards  
Swagelok

### **Kurt J. Holland**

Director-Compensation and  
Benefits  
Cleveland-Cliffs, Inc.

### **Cindy Kip**

Sr. Director, Benefits Planning  
Nationwide Insurance

### **Tim Kowalski**

Chief Medical Officer  
Progressive Corporation

### **Martha Lanning**

Director, Health & Welfare Plans  
The Sherwin-Williams Company

### **Cassie Leiby**

Director, Global Benefits  
The Lubrizol Corporation

### **Keith Race**

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

### **David Smith**

President  
Kearney Street Management, Inc.





## ENGAGING EDUCATION

Information provides the power to make informed decisions that improve patient experience, lower healthcare costs and create cultures of wellness.

### THANK YOU ANNUAL SUPPORTERS

#### PREMIUM SUPPORTERS:

CHC Wellbeing  
Employer Direct Healthcare  
Hello Heart  
Hinge Health  
HORAN  
Kia  
Omada Health  
Pfizer  
Point6 Healthcare  
Quantum Health  
Truth Initiative

As an organization, a key pillar is the delivery of unbiased, informative, and engaging education in employee benefits. With members' feedback as a guide, our programming is based on their interests, coupled with industry trends, and emerging market information. Recognized as a thought leader, we continue to create synergies between our employer members and experts across the carrier, provider, vendor, industrial, and community spaces. Through these collaborations, we have been able to consistently present our members with relevant, quality content balancing the practical with the strategic.

We also collaborated with UnitedHealthcare and introduced a new white paper, "Costly Conditions: Identifying and Addressing Top Clinical Cost Drivers" and shared the five clinical conditions that account for 50 percent of healthcare costs. In response to member feedback, we obtained approval by the Certified Employee Benefits Specialist Program to offer CEBS credits to members who participate in qualifying Health Action Council educational programs.

Here's a snapshot of how Health Action Council provides education with purpose:

### IN-VALUE-ABLE Conference & Expo

By adapting our annual conference to offer a safe, accessible and engaging online platform, Health Action Council attracted a broader national audience in 2022. More than 580 individuals registered for the four-week virtual event. We engaged 36 sponsors for the event, which took place online on four Thursdays over seven weeks, featuring keynote speakers and thought leaders from across the country. In addition, we provided virtual breakout sessions, sponsorship expo times, peer-to-peer learning, and attendee networking.



**580+**  
PARTICIPANTS



## White Paper—Costly Conditions

Health Action Council and UnitedHealthcare’s new white paper, *“Costly Conditions: Identifying and Addressing Top Clinical Cost Drivers,”* identifies the five clinical conditions accounting for 50% of health care costs. The white paper is a navigational resource to help employers empower their teams with information about care options. It also outlines action steps to encourage employees and dependents to make informed and effective decisions to keep themselves healthy, while saving time and money.

For Health Action Council members, these top drivers account for nearly \$2 billion in healthcare claims spend. Based on over three years of results across hundreds of thousands of lives, the data is solid – and striking.

### Key takeaways include:

- Community matters – Insights into gender, age, income, geographic, and other social determinants are key to controlling costs and producing better health outcomes.
- Innovation matters – Better cost transparency, stakeholder collaboration, and tech-enabled oversight of factors ranging from location to drug prices lead to better cost mitigation and measurable improvements.

**The bottom line:**  
Employee health can be improved and employer healthcare costs can be lowered by increased transparency and employee engagement.

# \$1.9B

## ESTIMATED TOTAL COST OF THE TOP 5 CONDITIONS

### TOP 5 CONDITIONS:

- CANCER
- MUSCULOSKELETAL
- CARDIOVASCULAR
- GASTROINTESTINAL
- NEUROLOGICAL



### CLASSIC SUPPORTERS:

- AbbVie
- Aetna Inc.
- Anthem Blue Cross and Blue Shield
- Aon
- Castlight Health
- CBIZ
- Cigna
- Ciuni & Panichi
- CVS Caremark
- EyeMed Vision Care
- Fedeli Group
- Gallagher
- Health Data & Management Solutions, Inc. (HDMS)
- Hylant
- Marathon Health
- Merck & Co. Inc.
- NFP Corporate Services
- Novo Nordisk
- Nox Health
- OptumRx
- RetireMEDiQ
- Springbuk
- UnitedHealthcare
- USI Insurance Services
- VSP Vision Care



## Insights

Health Action Council Insights are designed to help guide employees through complicated issues. These publications help employers gain understanding on trends that impact employee benefits and health, tell a story about how employees can maximize their benefits, maintain health, and build the health literacy of their workforce. Topics include 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, when and where they need information. This is where Health Action Council webinars come into play. Members showed us that education and insights were in-demand and actionable. More than 53 participants registered for the September Compliance Webinar. In 2022, we hosted 24 webinars that attracted 1,155 total participants.

## Certified Employee Benefits Specialist (CEBS) Credits

Recognizing that many benefit experts look to advance their industry knowledge, in 2022, Health Action Council obtained approval by CEBS to offer credits to members participating in qualifying educational programs. The CEBS designation is a program that supports professional expertise and research-based best practices. CEBS programs range from healthcare strategy to retirement plan funding, contributing to an employee culture that drives business successes and makes a meaningful impact on organizations.

**24**

**WEBINARS**

**1,155**

**TOTAL PARTICIPANTS**



# MEMBER-DRIVEN DESIGN—WHAT'S BEST FOR THE GROUP

Comprehensive vetting, auditing, and innovation delivers high-value products and services for members and their employees.



As a member-driven organization that is dedicated to researching, identifying, and developing innovative products and services, Health Action continues evaluating and managing existing and potential products and services. We constantly take products to market to gain a better understanding of savings opportunities to assure our members are getting the very best possible products and services from an experience and cost standpoint. In 2022, we worked with members, staff, and external consultants to engage in a comprehensive vetting and auditing process.

## Smart Pharm

During FY2022, we implemented our newly re-endorsed CVS and OptumRx contracts. Over fifty percent of our members took advantage of an early contract enrollment in the Health Action CVS/Caremark program on July 1, 2021, to benefit from additional savings while the others transitioned on January 1, 2022. These PBM group-purchasing contracts include innovative pricing that aligns drug prices with acquisition cost vs. manufacturer list price. Plan sponsors also have access to data, along with receiving rebates faster.

In addition, members benefited through our annual pharmacy program audits that returned over \$1.1 million to members. Hearing our members' concerns about the ongoing increased expense associated with specialty medications, Health Action Council initiated a clinical audit of high-cost specialty clinical management programs. The goal: to validate if pharmacy benefit managers are fulfilling their fiduciary responsibilities and that members are getting the right medications.

# 19

YEAR SINGLE  
DIGIT PHARMACY  
TREND

# \$1.1M

RETURNED TO  
MEMBERS DURING OUR  
PHARMACY AUDIT





## Medical Market Analysis

Following a market check and vetting process, we implemented a new 3-year Medical Administrative Agreement with our current endorsed vendor UnitedHealthcare beginning January 1, 2022. The agreement will continue advancing and enhancing the patient experience, and cost and value of care. It's critical for members to engage and access resources to get the right care at the right time at the right place. Connectivity is an ongoing focus as we propel our mission in 2022 and beyond to lead with purpose.

We achieved more than \$1.7 million in growth credits for members enrolled in UnitedHealthcare and UMR, its third-party administrator. In addition, we implemented a dedicated clinical team and custom clinical model which includes increased engagement with members who have been identified as having clinical and Social Determinants of Health (SDoH) triggers.

To help members focus on improving health outcomes and managing the health continuum of their population, we issued the first Health Action Council Plan Sponsor Aggregated Results to support the evolution of employee benefit plan designs. Each company is encouraged to focus efforts on a few key metrics in the coming year that will assist in mitigating risk, improving health, and lowering costs within their self-funded population. By remaining focused on a few key metrics and results a plan can achieve outstanding performance and continuous improvement.

## Forming New Partnerships

Health Action Council initiated new navigation—Health Advocacy—partnerships with Included Health and Quantum Health to simplify the employee healthcare experience. We are constantly scouring the marketplace for opportunities to give members more choices. Meanwhile, a re-endorsement of EyeMed and Vision Service Plan (VSP) offers members continuity and value.

# \$1.7M

**OR MORE RECEIVED BY  
MEMBERS IN UHC/UMR  
GROWTH CREDITS**

### MEMBER SERVICES COMMITTEE

**Ellen Matisko**  
Chair Aleris/Novelis

**Nicole Bowman-Glover**  
Columbus State  
Community College

**Carry Arnold**  
City of Toledo

**Emily Lowe**  
Lubrizon

**Jodi Leis**  
Franklin County

**Brian Lewis**  
Plan Management Service

**Kimberly Maleski**  
World Shipping

**Kim Mergan**  
Westfield Group

**Gregg Peterson**  
Horton, Inc.

**Julie Simon**  
Libby

**Michele Mills**  
Beachwood City Schools





# OUR PURPOSE—IMPROVING HEALTH

Healthy kids, healthy communities,  
healthier outlooks in 2022.

Health Action Council continues a legacy of leveraging resources to advance quality outcomes for members and their employees. We intentionally develop collaborative partnerships within the community to improve the quality and efficacy of healthcare. The end goal is to improve health outcomes because healthier people make healthier businesses and communities.

## Healthy Kids, Healthy Communities

This year, we completed the second year of Healthy Kids programming in partnership with the Ohio High School Athletic Association (OHSAA). The programming promotes and educates on the value of preventive care and full annual physicals for children, developing healthy habits and active living, and improving literacy so that employees can better understand the value of making healthy choices. We thank the program sponsors Quantum Health, UnitedHealthcare, CVS Health, KJK and Kearney Street. Members can implement this program by following the steps outlined in Health Action Council's Healthy Kids Campaign Toolkit.



## HEALTHY KIDS



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The second annual Healthy Kids Golf Outing was a success, drawing 41 participants and raising \$12,050. Held at The Ohio State University Golf Club, three foursome winners walked away with \$500 to donate to the wellness program at their school of choice. Those were: Chippewa Local Schools, Lakota Local Schools, and Canal Winchester Local Schools.

This effort helps employers achieve lower healthcare costs, increased productivity and retention, and an overall culture of wellness. With this shared purpose, we are making a marked impact.

## Step It Up—Again and Again

An expanded Step It Up program in 2022 included a new Challenge Platform on MoveSpring for the no-cost, three and four-week initiative that promotes overall health for the workplace and community. Members register a team of at least three employees, colleagues, customers, families, and friends. 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 readymade wellness tool so they can achieve the meaningful purpose of improving health outcomes by reinforcing healthy habits.

The logo for MoveSpring, featuring the word "MoveSpring" in a blue, cursive, script font.

**1,581**  
TOTAL PARTICIPANTS





## FindTheRightCare.org

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. With the redesign and re-launch of [FindTheRightCare.org](https://www.findtherightcare.org), members and the community continue to gain the knowledge to select where to go when they need care. Health Action Council is advancing the online educational tools available to assure that individuals' needs are met in a seamless way. This is just another example of purpose-driven program design to benefit members, employees, and the community at-large. In 2022, [FindTheRightCare.org](https://www.findtherightcare.org) directed 6,400 individuals to the correct healthcare site for care, a 166% increase from last year.



**DIRECTED**  
**6,400**  
**INDIVIDUALS**

**166%**  
**INCREASE OVER 2021**



find the right care  
Right Care! Right Place! Right Price!







OHIO  
RANKED

15

OREGON  
RANKED

9

MINNESOTA  
RANKED

30

## Making the Grade—Leapfrog Hospital Safety Standards

For over 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 sources and allows Health Action Council to provide actionable data to our members. Health Action Council remains the Regional Leader for The Leapfrog Group in Minnesota, Ohio, and Oregon as a nonprofit representative of the country's most influential employers and purchasers of healthcare. In Ohio, 116 hospitals were graded and 44 earned an A. In Minnesota, 11 out of 44 hospitals earned an A. And in Oregon, 16 out of 34 hospitals graded earned an A.



## MEMBERS FIRST

Continuing a commitment to giving members actionable resources, education, engagement, and solutions.

Health Action Council is proudly closing out a successful FY2022 and continuing our purpose-driven momentum to serve as a ready source for education and innovative resources for improving healthcare outcomes, and a respected partner providing healthcare products and services.

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.

# 16%

### Employer Membership Dues

Employer membership dues contributed to the vitality and evolution of Health Action Council by generating 16% of FY2022 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.

# 74%

### Group Purchasing Programs

Funds generated through group purchasing accounted for 74% 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.

# 9%

### Annual Supporters and Event Sponsorship

The generosity of our Annual Supporters and Event Sponsors represented 9% of Health Action Council revenue in FY2022. Through this financial commitment, Health Action Council developed and delivered a successful conference 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.



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# FOUR WAYS TO MAXIMIZE YOUR MEMBERSHIP



# 1

## 2023 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](https://healthactioncouncil.org/group purchasing)



# 3

## Education

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

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



# 4

## Decision Tools

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

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





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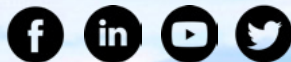
Enhancing Business. Enlightening Lives. Enriching Communities.

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](http://healthactioncouncil.org) | 216.328.2200



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