

2024 ANNUAL REPORT

Inspiring change for improved health



health action council

Enhancing Business. Enlightening Lives. Enriching Communities.

Inspiring Change for Improved Health

As an organization, our mission is rooted in elevating health for employers, their team members and families, and communities. We know that healthy people are happier, more productive, invested in their contributions at home and work, and thrive as individuals who contribute to a culture of wellness.

But attaining and maintaining better health isn't so easy. It requires looking within and beyond healthcare at a myriad of environmental and societal impacts. Improving health means constantly evaluating an increasingly complex landscape of players. It calls for identifying gaps, teasing out areas of underperformance, and integrating solutions with members' best interests at the forefront of every decision.

This year was about asking the tough questions and digging for answers.

We deeply explored usage and spend rates, including completing a health disparity outreach to GenX females with hypertension and social isolation. We continue to evaluate cost disparities and gaps in care. Examples include a follow-up with individuals who's migraine medication was declined for migraines and developing a pilot mapping approved musculoskeletal treatment paths that improve time to access care. We're dialing into women's health expenses, identifying that even after removing the cost of maternity care, coverage for females is significantly more expensive. In May, six additional metropolitan markets were added to the ER Redirection Campaign. Since 2017, overall ER misutilization has decreased by over 20%.

We also released our seventh annual whitepaper, **Community insights: Key factors that influence employee health**. There's a striking connection between where employees live, regional impacts on life expectancy, and costs for employers and their employees. The inequities we recorded make this point clear: non-medical factors including where you were born, work, live, worship and age shape health outcomes, for better or worse. We have to look beyond the healthcare system to thrive, and we're on a continuous mission to deliver resources that address social determinants of health (SDoH) risks in members' employee populations.

The empowering insights we uncovered are the result of assessing the healthcare and socio-economic landscape, scrutinizing cost and usage, and delving into "the whys." Only when we dig into the data can we strategically deploy resources where the need is most critical. At Health Action Council, we work with partners to lead research which drives to improve employee productivity and health status and cost savings for our employers.



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Digging Deeper

Changing the health trajectory at home, work and in the community is only possible because of our members. Thank you for your support and collaboration to elevate health outcomes.

We have always leaned in to members and stakeholders to learn what matters, what's missing, what's working and what is not meeting expectations. But this year, we deepened those discussions and took action with research initiatives to further investigate gaps in care to provide deeper insight into the resources, programs and partnerships needed to improve health outcome and SDoH risks.

To this point, on June 21, the Health Action Council board of directors renewed the endorsements of UnitedHealthcare/UMR for medical plans and CVS and OptumRx for pharmacy plans. We expanded our medical plan offering to include Surest, with unique plan designs that allow members to access cost and care options in advance of care – making it easier to search, compare, and choose health care options. We're also very proud to have developed and released the third Health Action Council/UnitedHealthcare Plan Sponsor Aggregated Results reporting package that showed a healthcare trend of 3.6% in 2023 vs. the industry trend of 6%.

In FY2024, we retained 93% of members, increased sponsors and supporters, added 18 new members and grew our UnitedHealthcare/UMC book of business by 8.5%. Our growth led to members receiving \$4.4 million in growth and loyalty credits.

The 2024 annual **IN-VALUE-ABLE Conference & Expo** maintained one virtual day and increased to two in-person days with more than 430 registrants. Attendees participated in peer-to-peer learning, best practice sharing, and networking while hearing from nationally recognized leaders.



93%	18 New	42	43
Membership	Members	Annual	Annual
Retention		Supporters	Sponsors

Your Support Drives Positive Outcomes

We sincerely appreciate all of our annual supporters and their contribution to Health Action Council's efforts to deliver education, improve healthcare quality, and launch health improvement initiatives.

Sharpening Operations

With regard to improving efficiency across our organization, the Health Action Council team dove into trusted advisor training and benefitted from the implementation of SharePoint, facilitating collaboration and streamlining communications.

Growing Awareness

Health Action Council gained extensive state and national coverage upon the release of our seventh annual whitepaper, **Community insights: Key factors that influence employee health**. Increasingly, organizations across the country turn to us as a trusted, data-driven, unbiased resource for breaking research and employer benefits solutions. We're not afraid to challenge the norm, and in doing so, we create more informed pathways for strategic benefits decisions.

We launched a reimagined, responsive website that is resource-rich and a hub for enhancing human and economic health. Additionally, a **new IN-VALUE-ABLE Conference & Expo website** was released with 2024 programming.

Continuous evaluation and update of communications tools ensures members can access relevant, up-to-date resources. Toolkit updates in 2024 included **Fight the Flu, Healthy Kids Program, and Healthy Kids Vaccine**. Health Action Council promotes these toolkits and the conference digitally to ensure awareness.

Thank You to Our Premium Annual Supporters

- Bend Health
- Hello Heart
- Hinge Health
- Included Health
- Medefy
- Nexben
- Oaceus
- One Medical
- Pfizer
- Quantum Health
- Ryan Specialty Benefits (formerly Point 6 Healthcare)



Thank You to Our Classic Annual Supporters

Aetna
Aon
CBIZ
Cigna
Ciuni & Panichi
CVS Health
Dentistry One
Empyrean
Eye Med
The Fedeli Group
Fetch
Gallagher
Marathon Health
Merck
NFP
Novo Nordisk
Optum Rx
Springbuk
United Healthcare
USI
VSP Vision Care

Sharing Knowledge to Advance Outcomes

We know that in-person **networking and knowledge sharing is a pathway toward building valuable relationships** that help us grow stronger and healthier together, while problem-solving to improve care, access and quality, and reducing costs. In 2024, we held the annual IN-VALUE-ABLE Conference, with one virtual day and an extended two-day in-person meeting and expo. With more than 430 registrants, Cleveland's lakefront Huntington Convention Center was teeming with information and ideas.

Health Action Council, at its members request, re-introduced **Benefits Basics** programming geared toward coaching member employees and benefits departments, to educate them on ERISA, creating, maintaining, and managing an ERISA plan, how to communicate healthcare and wellness offerings to employees and fully engage them in their care.

Health Action Council is relentless in its **deep-dive evaluation of gaps in care, quality and cost**, and is committed to this continued effort — aligned with our mission.

in • value • able
2025 conference series
Presented by Health Action Council



10,427+
Care Gaps
Closed

\$17.6M
in Annual
Savings

20,000+
Engaged
Members

UHC/UMR
book of
business
grew by
over 8.5%

Capturing More Savings, More Value

Health Action Council issued a request for proposal to pharmacy benefit managers (PBM) and evaluated seven proposals. Following a review completed by a third party consultant, staff, and members, the board of directors approved in June the recommendation to continue endorsement of CVS and OptumRx. In addition, four pharmacy related point solutions vendors were assessed. We finalized a 2022 financial audit for CVS Health and OptumRx, resulting in a return of \$2.2 million to member plan sponsors. The 2022 rebate audit for CVS Health and OptumRx resulted in member plan sponsors being paid 100% of their rebates. The pharmacy RFP is estimated to generate an additional \$111.5 million in savings while adding new contract provisions that will benefit members.

We continue to audit **CVS Health** and **OptumRx**, focusing on high-cost specialty clinical programs to save members cost and deliver more value, better benefits and enhanced access for members' employees. A particular area of focus evaluated gaps in care for those being treated for migraines.

Health Action Council is relentless in its deep-dive evaluation of gaps in care, quality and cost, and is committed to this continued effort — our mission. Our goals remain unchanged: to maintain and improve employer member populations' health status. We're laser focused on metrics that are key to achieving, sustaining, and improving population health while managing risk and cost.

Health Action Council's Health Plan dedicated clinical team and custom clinical model address individuals with a combination of SDoH and clinical triggers. The team closed more than 10,427 gaps in care with an estimated value of \$17.6 million across 20,000-plus engaged members.

Incremental clinical savings in 2023 totaled \$3.2 million. A 4-to-1 ratio validates our strategy that assigning resources to address identified opportunities in members' community populations yields better short- and long-term results.

Research into how to improve musculoskeletal (MSK) outcomes began. The goal of the project is to connect with members receiving MSK services near real-time. The earlier a member is engaged, appropriate care plans can be established, timely access to care and follow up can be achieved, and patient behavior changes can begin. All improve member experience, outcomes, and costs.

Negotiating with vendors is ongoing. We continue the clinical oversight of medical group purchasing programs with a goal to maintain a trend of **less than 2%**. A favorable contract with UnitedHealthcare positions members to gain more value, preserve employees' health, and advance outcomes.

Members
received
\$4.4 M
in growth and
loyalty credits
from UHC/UMR

\$3.2 M
incremental
clinical savings
in 2023



Always On the Move

Health Action Council held its fifth annual **Healthy Kids Golf Outing** at NorthStar Country Club in Sunbury, Ohio, sponsored by the Ohio High School Athletic Association (OHSAA) in October. The goal: to encourage childhood preventable disease vaccinations, increase annual well-child visits, keep kids active, promote healthy nutrition and enhance health literacy. The top three teams generously donated their winnings of \$500 to the following schools: Eastern Local District (Reedsville, Ohio); North Ridgeville City Schools (North Ridgeville, Ohio); River View Local Schools (Warsaw, Ohio); and Chesapeake High School (Chesapeake, Ohio). We thank our program sponsors CVS Health, CBIZ, and Chesrown.

Health Action Council held three **Employer Step It Up Challenges** and two **Healthy Kids Step It Up Challenges** to support healthy behaviors that prevent chronic disease, build camaraderie, grow a culture of wellness, and bring coworkers and families together. A new digital platform was evaluated, selected and implemented providing participants with an easy to use tool. Participation expanded globally, attracting individuals from the US, Canada, India, and the Philippines.

In 2024, we negotiated and signed a new **OHSAA contract** and completed our fifth year of Healthy Kids programming to promote annual wellness visits, attaining preventable disease immunizations, staying active, and improving health literacy. These types of partnerships are how Health Action Council connects members to resources, engages the community, and delivers better health and wellness outcomes.

As a year of further delving into gaps, data and underperforming areas, we celebrated the success of our **Emergency Room (ER) Redirection Campaign** — evidence of why it works to target cost, use, and health burdens. ER misutilization decreased by 20% since 2017. To meet the needs of our growing membership, we expanded this national campaign to Pittsburgh, Tampa, Dallas, Kansas City, Greenville, and Chicago.



Ohio

29 hospitals earned an A

Oregon

5 hospitals earned an A

Minnesota

5 hospitals earned an A



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, 115 hospitals were graded and 29 earned an A. In Minnesota, 5 out of 45 hospitals earned an A. And in Oregon, 5 out of 33 hospitals graded earned an A.



Prepared for Change

When you are a member of Health Action Council, we negotiate on your behalf to improve the quality of care delivered and cost savings, while equally providing a resourceful community and engaging knowledge to promote better health at your business. We do this because of you. Our members inform, share, and guide the direction as we identify barriers, weak links in the system and gaps that need to be addressed.

As fiscal stewards monitoring ROI and auditing providers and vendors for performance, we are proud to say this research- and data-focused year has produced empowering insights that position Health Action Council, members, partners, and supporters to continue moving the needle in years to come.



Delivering Value to Members

Membership Dues

Employer membership dues contributed to the vitality and evolution of Health Action Council by generating 15% of FY2024 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 Form (NQF) and American Benefits Council.

Group Purchasing Program

Funds generated through group purchasing accounted for 77% 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 Supports and Event Sponsorship

The generosity of our Annual Supporters and Event Sponsors represented 8% of Health Action Council revenue in FY2024.

Health Quality Form

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.

Four Ways to Maximize Your Membership



In-Value-Able Conference & Expo

Free for members, this event promises to give you the insights and tools you need now and in the future. IN-VALUE-ABLE.com



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/grouppurchasing



Education

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



Decision Tools

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

