



Rochester Business Alliance Health Care Initiative

2005-2009 Top Priorities

Increase Utilization of Generics

Description: Collaborative effort between Employers, Providers and Insurers to increase the use of generic drugs. The average cost of a brand-name medication is approximately 9 times the cost of a generic medication.

Current Status: Focused initially on Proton Pump Inhibitors (reduce gastric acid) and Statins (lower cholesterol) because of the large number of generic alternatives available. Overall, generic fill rate increased 4.8% from 2007 to 2008 for a total estimated savings of \$76 million.

Lean Six Sigma in the Hospitals

Description: Apply Lean Six Sigma principles and practices within the three major hospital systems in the Rochester area in order to make our community a national leader in the delivery of highly efficient health care within five years.

Current Status: All three hospital systems have initiated Lean Six Sigma (continuous improvement) efforts. Financial benefits anticipated to total more than \$24 million for 2008-2010.

Physician Compensation

Description: In early 2007, URMC and Excellus reported problems recruiting and retaining physicians due to low reimbursement levels. If not addressed, this issue would ultimately lead to serious shortages in physician supply.

Current Status: Rochester Business Alliance's Health Care Planning Team agreed to support the proposed \$20 million physician reimbursement increase with the understanding that the cost would be shared by the hospital systems and Excellus. Work continues with initial "offset" savings of over \$120 million reported as the result of hospital infection control measures, a reduction in URMFG administrative costs, and a reduced Excellus operating margin.

Rochester RHIO (Regional Health Information Organization)

Description: A community-wide health information technology effort focused on improving the quality of patient care and realizing health system efficiencies by facilitating the movement of clinical information with patients as they move through the health care system. The RHIO is funded in large part by grants from the NYDOH and \$685,000 in start-up funding from the Rochester Business Alliance Health Care Initiative partners.

Current Status: The RHIO has moved from pilot to implementation, with excellent collaboration throughout the community among physicians, hospitals, pharmacies, labs, radiology departments and other important providers. Currently, the RHIO supports services for 1700 users across 170 organizations. Nearly 100,000 patients have granted access to their care providers to allow them to view their information through the RHIO. The NYS Commissioner of Health cited Rochester as the leading RHIO in New York. Focus continues on increasing the number of participating physicians and consumers.

Eat Well Live Well

Description: Originally piloted in 2006, Rochester Business Alliance partnered with Wegmans to offer the "eat well live well" challenge to local employers with the goal of improving the health of area employees. The eight-week, competitive challenge encourages individuals to increase their physical activity and increase the amounts of fruits and vegetables consumed. In 2007, the program was recognized by the U.S. Department of Health and Human Services with a Certificate of Recognition for Outstanding Prevention Efforts.

Current Status: In total, over 125,000 employees from more than 300 organizations have participated in at least one challenge over the past three years. During this time, the community walked over 40 billion steps and consumed more than 15 million cups of fruits and vegetables. To our knowledge, no other community in the United States has achieved anything approaching these results.

Health Care Initiative Partners

