



Rochester Business Alliance Health Care Initiative

2005-2011 Top Priorities

<p>Increase Utilization of Generics</p> <p>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.</p> <p>Current Status: During the focused initiative, generic fill rate increased 4.8%, for a total estimated savings of <u>\$76 million</u>. Since that time, many of the initiative partners continue to focus on generic prescriptions as a priority. Partially due to their efforts, the generic fill rate in the Rochester community continues to rise, increasing from 63.8% in 2006 to an estimated 77.2% today, saving over <u>\$200 million</u> a year on health care in our community.</p>	<p>Lean Six Sigma in the Hospitals</p> <p>Description: Applied Lean Six Sigma (continuous improvement) 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.</p> <p>Current Status: All three hospital systems have Lean Six Sigma efforts underway. Overall hospital system financial benefits totaled more than <u>\$24 million</u> for 2008-2010.</p>	<p>Physician Compensation</p> <p>Description: In early 2007, URM 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.</p> <p>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 <u>\$120 million</u> reported as the result of hospital infection control measures, a reduction in URMFG administrative costs, and a reduced Excellus operating margin.</p>
<p>Rochester RHIO (Regional Health Information Organization)</p> <p>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.</p> <p>Current Status: The Rochester RHIO provides health information exchange services to physicians, hospitals, labs, radiology practices, home care, long term care, eldercare and EMS services across a ten county area in New York. Currently, the RHIO provides services to 3,880 users across more than 430 organizations. Nearly 435,000 patients have given permission for their care providers to allow them to view their clinical information from various care providers through the RHIO. The RHIO also delivers to ordering physicians over 300,000 clinical test results each month. The RHIO continues to provide expanded health information service offerings to a growing health care provider community. Former New York Commissioner of Health Richard Daines noted that the Rochester RHIO is by far the most advanced in New York State. It has saved <u>\$10 million</u> for the community to date.</p>	<p>Eat Well Live Well</p> <p>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 the local workforce. The eight-week, competitive challenge encourages individuals to increase their physical activity and the amounts of fruits and vegetables consumed, learn how to "make their calories count," and to track their blood pressure. The program has received national recognition, including a recent article in <i>BusinessWeek</i> magazine and a Certificate of Recognition for Outstanding Prevention Efforts in 2007 from the U.S. Department of Health and Human Services in 2007.</p> <p>Current Status: In total, more than 160,000 employees from more than 350 local organizations have participated in at least one challenge over the past four years. During this time, the community walked more than 61 billion steps and consumed more than 24 million cups of fruits and vegetables. To our knowledge, this is the largest community-wide wellness program in the world.</p>	

Health Care Initiative Partners

BAUSCH+LOMB



Kodak

PAYCHEX

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Finger Lakes Health Systems Agency/Rochester Business Alliance Community High Blood Pressure Collaborative

Description: As a key step toward making Rochester the healthiest community in America, the Rochester Business Alliance and Finger Lakes Health Systems Agency initiated a collaborative effort to transform how adults here manage high blood pressure. One-third of American adults have high blood pressure, including more than 150,000 people in Monroe County. Yet studies show that less than half of the people diagnosed with high blood pressure have managed to reduce it effectively. Left untreated and unchecked, high blood pressure can have devastating, and costly health impacts. This initiative aligns business, labor, physicians, hospital systems, health insurers, community service agencies, the faith community, local, state, and federal governments, private citizens, and others toward a goal of improving management of high blood pressure across the community, so that we can reduce the level of health complications linked to the condition, and reduce health care costs to our community. The overarching measures of success are to increase the percentage of people with high blood pressure who reach their goal blood pressure reading and to decrease the incidence of heart attacks, heart failure, strokes and kidney failure.

Current Status:

- Some 70 individuals from more than 40 organizations have come together to support this initiative, which to our knowledge, is the only collaborative of its kind in the nation.
- The collaborative has raised over \$2 million in community and state funds to date to support its efforts.
- Work teams, comprised of community representatives, are actively engaged in developing and implementing strategies in these areas:
 - *Behavior Change:* Using researched methods for effecting sustainable behavior change, this work team has defined specific actions aimed at helping people take personal control of managing their blood pressure, including improving nutrition, increasing physical activity, and quitting smoking; researched and dispensed knowledge of sustainable behavior change.
 - *Clinical Best Practice:* Using aggregated blood pressure control data, this team is working toward health system quality improvement efforts to maximize a medical practice’s capacity to control blood pressure.
 - *Communication:* After evaluating citizen and stakeholder knowledge and opinions, and developing communication strategic parameters, this team engaged an agency to design an integrated communication strategy.
 - *Community Engagement:* This team is facilitating public blood pressure screening and educational events, including a blood pressure monitoring competition among more than 700 participants from 19 churches with predominantly African American members, as well as recruiting and training community-based high blood pressure ambassadors.
 - *Metrics and Measures:* After defining measurement specifications and data sources, this team established local performance baselines and is developing community reporting distribution.
 - *Plan Design:* This team is analyzing high blood pressure clinical services to align them with health plan benefit packages.
 - *Healthy Worksite:* Helping to implement workplace wellness strategies, this team is sharing with employers the best practice models currently in place nationally and locally.
 - *Financial Development:* This team is developing a long-range financial stability strategy for the initiative.
- Blood pressure control data is being provided by the 3 major health systems for nearly 100,000 individuals; local insurers will soon be providing data to help analyze cost trends. To our knowledge, this hospital collaboration of data sharing is not found anywhere else in America.

In the next six months the collaborative will be conducting several continuing medical education programs, recruiting and training community high blood pressure ambassadors and reporting blood pressure control rates and our improvement goals to the community.

COLLABORATIVE PARTNERS

AIDS Care Rochester	Finger Lakes Health Systems Agency	Monroe Plan for Medical Care	Rochester Clinical Research	The Community Place
American Diabetes Association	Golisano Children’s Hospital at Strong	MVP HealthCare	Rochester General Medical Group	United Way of Greater Rochester
American Heart Association	Laborers Local 435	National Kidney Foundation	Rochester Institute of Technology	Unity Health System
Anthony Jordan Health Center	LiDestri Foods, Inc	Paychex, Inc	Rochester Primary Care Network	University of Rochester Medical Center
Bausch and Lomb	Local 1199 SEIU	Roberts Communication	Rochester Regional Health Information Org.	URMC Center for Community Health
City of Rochester	Monroe County Dept of Human Services	Rochester Business Alliance	Senator Charles Schumer	URMC Clinical and Social Psychology Dept
Eastman Kodak	Monroe County Dept of Public Health	Rochester City Council	Senator Kirsten Gillibrand	Wegmans Food Markets, Inc
Excellus BlueCross BlueShield	Monroe County Medical Society	Rochester City School District	Southwest Area Neighborhood Association	Xerox Corporation
YMCA of Greater Rochester				