



# 2013: *Connections in Action*

The St. Louis Area Business Health Coalition supports employers' collective efforts to improve the well-being of employees and their families and gain greater value and accountability for their investments in health benefits. The BHC maximizes the connections among its members, acting as a catalyst to create positive change. By leveraging the shared power of its membership, the BHC brings the employer voice to important conversations, stimulating the progression toward higher value health care.



## Maintain strong financial and operational performance.

As a member-driven organization, the BHC is guided by a group of committed, elected board members who help to shape the organization and set its future course. Debbie Hanlon, Vice President of Human Resources, ESCO Technologies, has been a strong BHC contributor for more than a decade, providing steadfast and strategic leadership as the board president over the past two years. In 2014, Debbie will pass the torch to Ed Strouth, Leader, Health and Well Being, Barry-Wehmler Companies, Inc. The BHC appreciates the contributions of all of its Board and Executive Committee members noted below. It extends a thank you and fond farewell to departing board leaders, Ed Keady, previously of Schnucks Markets, and retiree Joe Sander, Laclede Gas. Throughout 2013, BHC membership continued to grow and its financial position remained positive.



### 2014 BHC BOARD OF DIRECTORS

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**Carolyn Plummer**

*Health & Welfare Benefits Lead, Monsanto Company*

**Ed Strouth**

*Leader Health & Well Being, Barry-Wehmler Companies, Inc.*

**Tim Sutter**

*Director, Employee Benefits, Human Resource Administration and Payroll, The Brown Shoe Company*

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*Retired, Director of Benefits, Smurfit-Stone Container Corporation*

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*Director of Strategic Health Initiatives, The Boeing Company*

John Ziegler

*Vice President, Human Resources, Arch Coal, Inc.*

*Bold text denotes Executive Committee member*

During 2013, the BHC Board of Directors engaged in a strategic planning process. The goal was clear: determine how the BHC can best support its members over the next one to three years as they work to understand the implications of the changing health care environment on their companies and their benefit offerings and influence positive change. Directors, members and staff strongly affirmed BHC's three strategic aims: ***Improve Health, Achieve Transparency and Align Recognitions and Rewards***. Additionally, five primary strategies were developed for integration into the BHC activities, services and communications:



## **BHC 2014 STRATEGIES:**

1. Monitor and communicate the impact of ACA implementation and market trends in order to support members as they assess related opportunities and challenges.
2. Achieve meaningful gains in transparency and in aligning recognitions and rewards.
3. Expand the BHC's tradition as a trusted source of information to members and the community.
4. Keep members connected and actively supported through a portfolio of high value services.
5. Maintain strong financial and operational performance.



## **Monitor and communicate the impact of ACA implementation and market trends in order to support members as they assess related opportunities and challenges.**

Like all employers, BHC members have spent much effort over the past few years understanding and complying with requirements of the Affordable Care Act (ACA). With a large part of this work behind them, they are now turning their focus toward understanding the impact of ACA on their companies and workforces and exploring future opportunities. The focus of BHC's educational forums has shifted to accommodate this interest, including the addition of routine ACA briefings. Through these and other discussions, employer members connect with each other, while gaining valuable information on health care reform and emerging trends in health benefit and wellness programs. In March 2013, more than 300 employer and community members joined together to examine the impact and opportunity of health insurance exchanges and defined contribution plans. Public and private sector experts illuminated the differences between public and private exchanges. They also discussed how the structure of the exchanges will impact risk selection and as a result, pricing within and outside the exchanges. **"The exchange meeting encouraged people from all industries to dialogue on future**

**trends affecting employer benefits. I walked away with a clear comparison of the private exchange options available both nationally and in St. Louis,"** shared Kris Schuster, Vice President of Human Resources, Mississippi Lime Company.

The BHC's leadership believes that expanding and transforming Missouri Medicaid is an unprecedented opportunity to address long-standing issues that have made health care increasingly unaffordable for all Missourians, not just those enrolled in Medicaid. The BHC recognizes the Missouri Legislature's interest in crafting a coverage system that promotes cost-effective, high-quality coverage. Through advocacy efforts, the BHC has encouraged the adoption of performance measures, such as basic utilization statistics and nationally endorsed measures of quality and efficiency. Shared, objective measures and clearly defined goals would allow the Legislature and all Missourians to understand our progress. Legislation to transform and expand Missouri Medicaid did not pass in 2013. The BHC will continue its advocacy in support of this pivotal change in 2014.

## Achieve meaningful gains in transparency and in aligning recognitions and rewards.

The BHC serves as a vehicle for members to connect with our region's physician, hospital, health plan, public health, and community leaders. The Midwest Health Initiative, a non-profit, multi-stakeholder, regional health care improvement collaborative led by the BHC and many partners, provides one forum for these connections to occur. MHI stewards a shared data asset of pharmacy and medical claim information from multiple health plans and creates a common table where those who use, purchase and provide health care can work together to identify opportunities to improvement. Recently, MHI was selected as one of five organizations to participate in a national effort to measure the total cost of care at the community level and by physician group. Over the next 18 months, MHI partners including the BHC will gain a better understanding of the cost of care in our community and how valuable resources are used.

MHI's Partnerships for Healthier Babies, an effort to reduce early elective deliveries, offered BHC members additional

opportunities to partner with regional health care leaders. It relied on the collective work of physicians, employers, hospitals, health plans, and patient advocacy groups to bring community attention to the risks of inductions and cesarean sections before 39 weeks without a medical reason. March of Dimes educational materials and complimentary communications were disseminated by BHC members, physicians, and health plans to provide a consistent message to consumers. Hospitals revised policies and procedures as well as prenatal education.

MHI's LiveWell STL is an online, interactive tool that connects St. Louis area residents to fitness, nutrition, and health education resources. Launching in April 2014, the tool will make it easy for people to practice healthy behavior, how, when, and where it fits into their busy lives. Area businesses plan to link to LiveWell STL from their intranet sites, promoting easy accessibility to employees and wide-spread dissemination of the tool.



## Expand the BHC's tradition as a trusted source of information to members and the community.

A staple for leaders in St. Louis health care for nearly 30 years, the *Health Care Industry Overview* has provided detailed information about care quality and finances at the region's hospitals. Recently, this report expanded to three volumes to provide more information on outpatient services and area health plans. A consumer facing report, the *Choosing Quality Health Care* brochure, was distributed by dozens of BHC members to their employees. This easy-to-navigate trifold provides comparisons of how local hospitals perform on certain national measures of quality and safety. It also provides tips for how to stay safe in the hospital, manage medications at home, and avoid readmissions.

This year, the BHC launched a new series of reports, *InnOVATIONS*. These short briefs aim to recognize and inform the community about local efforts to create a more value-driven health care system. Topics to date have included employer, provider, and plan partnerships to improve primary care access and coordination; consumer-driven health plans; and hospital efforts to limit the spread of infections through culture change.



## Keep members connected and actively engaged through a portfolio of high value services.

Since employees spend 30 to 50 percent of their waking hours at work, employers hold a unique position as partners for health improvement. Through health benefits, corporate culture, and worksite programs, they support their employees and the community at-large in achieving and maintaining optimal health. The BHC's Wellness Roundtable brings together top health and wellbeing influencers at leading companies across the St. Louis area. Chaired by Lexie Dendrinelis BS, CHPD, Wellbeing Leader of Barry-Wehmiller Companies, Inc., the Wellness Roundtable provides a rich forum for learning together, testing and customizing wellness strategies for diverse workplace environments.

In 2013, members tackled blood pressure education and obesity prevention with the Healthy Hearts @ Work campaign and the implementation of the Environmental Assessment Tool (EAT). The EAT assesses the physical and social elements of the worksite in relation to physical activity and nutrition. It is accompanied by the Leading by Example questionnaire, which determines the engagement of the organization's leadership in health promotion.



“ The EAT assessment identified target areas for improving our nutrition and weight management efforts. As a result, our vending items are now marked with heart healthy stickers, and our vending machines provide greater access to healthy items, with 50% of slots designated for snacks of higher nutritional quality. ”

- Anna Gall, Employee Wellness Coordinator,  
St. Louis County Government



### Wellness by the numbers:

Distributed **5000** cold and flu treatment kits to employer members

Attended **12** health fairs and spoke to over **1,000** employees

Implemented **7** Healthy Hearts @ Work Campaigns with over **700** participants

Conducted **31** EAT assessments at local worksites

The Pharmacy Management Initiative purchases prescription drug services on behalf of 35 large employers and their employees to ensure transparency and best-in-class pricing. Partnering with the BHC enables participating employers to provide a high-quality, cost-effective pharmacy benefit for their employees, leverage the collective knowledge and buying power of fellow members and delegate some administrative tasks to the BHC.

Regular user meetings offer a platform for physician experts to share their knowledge about conditions and diseases

faced by employees and families. Armed with information from their companies' pharmacy utilization and the rich educational dialogue, employers can better understand how their benefit offerings best support these employees' overall health. In May 2013, Dr. Anne Cross, Washington University, provided an overview of Multiple Sclerosis detailing symptoms, treatment, and how new drugs are changing the course of this illness. Other 2013 programs have focused on medication use among children and teens, ADHD, Asthma and Oncology.

## MEMBERS:

Aegion  
Ameren Corporation  
American Railcar Industries, Inc.  
Anheuser-Busch InBev  
Arch Coal  
Barry-Wehmiller Cos, Inc.  
Bass Pro Shops  
Brown Shoe Company, Inc.  
Bunzl Distribution USA, Inc.  
Cassidy Turley  
Charter Communications  
City of St. Louis  
Drury Hotels Company, LLC  
Edward Jones  
Emerson  
Energizer Holdings, Inc.  
ESCO Technologies Inc.  
Ferguson-Florissant School District  
Francis Howell School District  
Global Brass and Copper, Inc.  
Graybar Electric Company, Inc.

Laclede Gas Company  
Laird Technologies, Inc.  
Maines Paper & Food Services Inc.  
Metro  
Mississippi Lime  
Monsanto Company  
Olin Corporation  
Panera  
Parkway School District  
Peabody Energy  
RockTenn  
Saint Louis County  
Saint Louis Public Schools  
Schnuck Markets, Inc.  
Shelter Insurance  
Sigma-Aldrich Corporation  
Solae  
St. Louis Graphic Arts  
Suddenlink Communications  
The Boeing Company  
The Doe Run Company

TheBANK of Edwardsville  
Tuscon Electric Power Company  
US Bank  
Vi-Jon, Inc.  
Victor Technologies Group Inc.  
Watlow  
World Wide Technology, Inc.  
YRC Worldwide Inc.

## SUSTAINING MEMBERS:

Aon-Hewitt  
Buck Consultants an ACS Company  
Lockton Companies  
Mercer  
Towers Watson & Co.

## PURCHASING PARTNERS:

Mallinckrodt Pharmaceuticals  
University of Missouri

## BHC STAFF

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