

**BASIC MEMBERSHIP FEES**  
**\$250 Annual Set-up PLUS \$1 PEPY (FTEs)**

**VALUE-ADDED SERVICES THAT:**

**BENEFIT YOUR COMPANY**

- Voice...NO employer can do it alone!
- Leading purchasers for buying on quality.
- Business & Health Summit
- Business Roundtables—Spring & Winter
- Annual Membership Meeting—Fall
- Network with your purchasing peers
- Print and electronic resources
- Legislative updates
- Best practices in health benefit design
- Purchaser intelligence with input from HHS, NCQA, AHRQ, JCAHO, URAC, NQF, CMS, IOM, IHI, CDC, and The Leapfrog Group
- Wellness In The Workplace Awards-Annual
- *Monthly mailings with The Well Workplace HealthLetter*, and more

**BENEFIT YOUR EMPLOYEES**

- Leapfrog Hospital Quality & Safety Report on Virginia hospitals at [www.leapfroggroup.org](http://www.leapfroggroup.org)
- HealthMapRx™—Coaching Employees to Effectively Managing Diabetes
- Wellness & health management programs
- [www.HowsYourHealth.org](http://www.HowsYourHealth.org) ...online health risk assessment; ages 2-99, in English/Spanish
- [www.myVBCH.org](http://www.myVBCH.org) Website



**Address: 287 Independence Blvd. Pembroke Two, Suite 120, Virginia Beach, VA 23462**

**Phone: 757.552.0913**

**Fax: 757.497.5101**

**Website: [www.myvbch.org](http://www.myvbch.org)**

**Email: [vbch@myvbch.org](mailto:vbch@myvbch.org)**

**Virginia Business Coalition on Health**  
**Celebrating 25 Years!**  
**1983—2008**

**TODAY**

Employers are working together as purchasers of health care to drive hospital and health plan quality improvement and innovation in employee wellness and disease management. You can help by joining us.

**VISION**

We envision a unified, knowledgeable, unified stakeholder voice to promote best practices for high-quality, cost-effective health care and a healthy productive workforce.

**MISSION**

To provide superior membership service and to build the capacity to convene and be the collective resource for Virginia employers to advance value-based purchasing, productivity, wellness, patient safety and quality.

**HISTORY**

The Virginia Business Coalition was founded by employers in 1983 under the name of the Tidewater Health Coalition then renamed as the Hampton Roads Health Coalition in the early 80s. We expanded Virginia-wide in 2006

*Do You Know?*

30 Percent of all direct health care outlays are a result of “poor quality” *and...* private purchasers absorb about one-third of these costs *and...* poor quality costs a typical employer between \$1,900 and \$2,250 per covered employee per year

*Source: Midwest Business Group on Health and Juran Institute 2002*



**VIRGINIA BUSINESS COALITION ON HEALTH**

**Building the Business Case**  
*for Quality Improvement*  
**in Health Care**



***No employer can do it alone!***

**VALUE-ADDED SERVICES**  
FREE with your VBCH Membership



**The Leapfrog Group**

... The only national organization changing the way health care is purchased and delivered.  
 ... Hospital transparency on patient safety /quality.  
 ... Purchasers driving higher healthcare value.  
**www.leapfroggroup.org** Click 'Consumers,' then 'Ratings of hospital quality,' then choose 'state' for a report on hospitals Virginia-wide, or 'zip' for hospitals nearest you.



**How's Your Health, Virginia**

... A FREE, confidential, online health risk assessment and printable record.  
 ... Bridge the communication gap between patient and Physician/Nurse, and reduce care gap for patient.  
 ... NO pop-ups or advertisements.  
 ... for ages 2-99; in English and Spanish.



**Education on Best Practices**

...Business & Health Summit: our annual marquis event.  
 ...Business Roundtable: usually Spring & Winter; small-forum.  
 ...Webinars: brought to you by VBCH and our partners.  
 ...Newsletters: via email and US Mail.  
 ...ToolKits and other educational solutions for your workplace.

**Wellness in the Workplace Awards**

**www.myvbch.org/wellnessAwards.php**

**Are you ready for a Wellness in the Workplace program?**  
 Download and complete the 'survey' to assess your progress.

**Already have a Wellness program?** Then apply for the Wellness in the Workplace Awards using the online entry form.

**VALUE-BASED PURCHASING**  
By contract with your VBCH Membership



**eValue8 -Request For Information (RFI)**

... State-of-the-art tool to evaluate health plan performance against national benchmarks.  
 ... Defines vendor performance expectations and evaluates their performance.  
 ... As health care costs continue to rise, you want evidence that you are purchasing quality health care and administrative excellence and cost-effective prices.  
 ... Establish a quality dialogue with your plan(s).  
 ... Data on nine health plans for Virginia (HMOs: Aetna Mid-Atlantic, Anthem, Care First, Cigna Healthcare, Kaiser Permanente, MAMSI, Optima; PPOs: Anthem, Optima)



**HealthMapRx**

... Turn-key solution that drives success.  
 ... Offered by APHA Foundation via National Business Coalition on Health (NBCH).  
 ... The map to collaboration between employees, community Pharmacist network and Physicians.  
 ... Led by employers and offered as a benefit to the employees.  
 ... Patient Self-Management Program that drives success: lower health care costs; decreased absenteeism; increased productivity; provides meaningful improvement in the lives of employees.



...Coalition contract with First Responders Systems for defibrillators, training & service.  
 ... Vendor selection by VBCH panel of employers.  
 ...Phillips HeartStart FRx Defibrillator Business Bundle available exclusively for members of VBCH (quantity discounts available).  
 ...Give your workplace the power to save a life!

**No employer can do it alone!**

**Join Now!**

There is no better time than now to join VBCH. We have the education and value-based purchasing to improve your bottom line. Yes....there is a return on your VBCH membership.

**VBCH Membership Application**

I request my organization be considered for Basic Membership to the Virginia Business Coalition on Health (VBCH). I understand that "Basic Membership will provide me access to Coalition "Member" and "Value Added Services" as described in the Membership Brochure and online at [www.myVBCH.org](http://www.myVBCH.org)

I understand that other Membership levels and subscriptions exist for my benefit, as well as the option to participate in value based purchasing.

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Website: \_\_\_\_\_

Representative Name \_\_\_\_\_ Phone \_\_\_\_\_

Position Title \_\_\_\_\_ Email \_\_\_\_\_

**In addition to being classified as a Purchaser (Employer), my organization type is:**  
 Hospital/Provider  Health Plan  Pharmaceutical  Consultant  Other: \_\_\_\_\_

No. of FTEs: Virginia \_\_\_\_\_ No. of Virginia Covered Lives \_\_\_\_\_ Nation \_\_\_\_\_ World \_\_\_\_\_

You Company Benefit Health Plan: HMO \_\_\_\_\_ PPO \_\_\_\_\_  Fully-insured  Self-insured

**My Organization's Benefit Carve-Out Option:**  
 PBM \_\_\_\_\_ Contract Expiry Date: Month \_\_\_\_\_ Year \_\_\_\_\_  
 Vision \_\_\_\_\_ Contract Expiry Date: Month \_\_\_\_\_ Year \_\_\_\_\_  
 Dental \_\_\_\_\_ Contract Expiry Date: Month \_\_\_\_\_ Year \_\_\_\_\_  
 Disease Management \_\_\_\_\_ Contract Expiry Date: Month \_\_\_\_\_ Year \_\_\_\_\_  
 Wellness \_\_\_\_\_ Contract Expiry Date: Month \_\_\_\_\_ Year \_\_\_\_\_

**Committee Interest** (✓ all that apply):  Executive/Leadership  Membership  Finance  Legislative  Communications  Education/Summit  Wellness  Plan Quality  Hospital Quality/Safety

**I am also interested in Premium Membership (Basic + Premium)** (✓ one box):  
 Platinum \$15,000  Gold \$10,000  Silver \$5,000  Bronze \$3,000  Copper \$1,500

Representative Name: \_\_\_\_\_  
 Mr.  Ms.  MD  PhD  RN  Other \_\_\_\_\_

Position Title: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Alternate: (\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_) \_\_\_\_\_ Email Address \_\_\_\_\_

**I am not interested in membership at this time; please accept my donation of \$\_\_\_\_\_**  
 Apply my donation to:  Improving Hospital Quality/Transparency  Improving Health Plan Quality  Diabetes  Cardiovascular Disease  Wellness in the Workplace Awards  Other \_\_\_\_\_