



E-Newsletter – Spring 2008

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2008 Value-Based Benefit Design Workshops: *Designing a 21st Century Value-Based Benefits Program*

April 15 – Houston ■ April 25 – Austin ■ April 29 – San Antonio

The Texas Business Group on Health and the Texas Coalition for Worksite Wellness bring you a new series of Value-Based Benefit Design Workshops in three locations: Houston, Austin and San Antonio. These workshops are a follow-up to and an expansion of last year's Ounce of Prevention Workshops.

Each Workshop features a Keynote Speaker on "The Business Case for Value-Based Benefit Design," two interactive training sessions on "What a Value-Based Benefit Design Should Look Like," plus a case study of a local employer that has implemented a value-based benefit design strategy will be discussed.

Dedicated time for networking, information exchange, as well as question and answer sessions will be included. Registration includes a continental breakfast, box lunch, plus valuable tools and resources to help you design a 21st Century benefits program that generates value for the dollars spent.

Don't miss this opportunity to learn how to develop an effective value-based benefit design package for your company and network with your peers from other companies in your area.

HOUSTON

Tuesday, April 15, 2008

7:30 am – 1:15 pm

Crowne Plaza Houston-Downtown

View the Houston Agenda & Register Now:

https://ssl.vds2000.com/ssl.dfwbgh.org/tbgh/vbbd_workshop041508.htm

AUSTIN

Friday, April 25, 2008

7:30 am – 1:15 pm

Hilton Austin

View the Austin Agenda & Register Now:

https://ssl.vds2000.com/ssl.dfwbgh.org/tbgh/vbbd_workshop042508.htm

SAN ANTONIO

Tuesday, April 29, 2008

7:30 am – 1:15 pm

St. Anthony Hotel

View the San Antonio Agenda & Register Now:

https://ssl.vds2000.com/ssl.dfwbgh.org/tbgh/vbbd_workshop040108.htm

*This Workshop Series is underwritten by **Blue Cross Blue Shield of Texas** and **Pfizer, Inc.***

YOU'RE INVITED!

DFWBGH April 9 General Membership Luncheon
Designing Benefits for the 21st Century—A Blueprint for Value

Wednesday, April 9, 2008

11:30 am – 1:30 pm

DoubleTree Hotel Near the Galleria (I-635 & Midway Road), Dallas, TX

*Sponsored by **sanofi-aventis***

Register now: https://ssl.vds2000.com/ssl.dfwbgh.org/SharedSSL/events08/register_general_apr9.htm

Speakers:

Lisa Wargofchik, Benefits Director, JC Penney Company

Perry Cannon, Health & Welfare Unit Leader, Towers Perrin

Attend the April 9 Luncheon to learn how **JC Penney Company** is transforming their whole approach to health benefits and focusing on value. This new benefits strategy, called **Value-Based Benefits Design**, focuses on generating the most value for the dollars invested, which means integrating a wide variety of strategies geared toward keeping healthy employees healthy, reducing risk, and optimizing health and functionality of employees with chronic diseases.

This program includes a close look at the components of JC Penney Company's **Value-Based Benefits Design**, including:

- Incorporating prevention
- Risk reduction
- Disease management
- Removal of barriers to clinically valuable services
- Improved access to high performance providers
- Aligned incentives
- Enhanced employee communications
- Effective vendor management

Register now: https://ssl.vds2000.com/ssl.dfwbgh.org/SharedSSL/events08/register_general_apr9.htm

YOU'RE INVITED!

May 21 DFWBGH General Membership Luncheon
Educating, Engaging & Empowering Employees to Improve Their Health

Speaker:

Victor J. Strecher, PhD, MPH,

Professor and Director for the Center for Health Communications Research University of Michigan

Wednesday, May 21, 2008

11:30 am – 1:30 pm

Location TBD

*Sponsored by **AstraZeneca***

Register now: https://ssl.vds2000.com/ssl.dfwbgh.org/SharedSSL/events08/register_general_may21.htm

Learn from a leading national expert on effective communications strategies:

- Key determinants of success in employee/patient behavior change
- Proven strategies to educate and engage employees in health improvement and compliance efforts
- Empowering and motivating employees to improve their health
- New web-based resources for employers/providers

Don't miss this opportunity to learn how to change employee behavior and empower them to improve their health.

Register now: https://ssl.vds2000.com/ssl.dfwbgh.org/SharedSSL/events08/register_general_may21.htm

Member Survey via Email

If you are our Primary Contact, you should have already received an email regarding the current member survey on **Retiree Strategies**. Please take three minutes (*Really--that's all it takes!*) to respond to this brief online survey. Your responses will be kept confidential, but pooled with responses from other companies to provide valuable insights on how Texas-based employers are handling retiree benefits.

Remember, the more responses we receive, the more valuable and reliable will be the information sharing process on the latest trends in Texas companies.

Look for results of the Retiree Strategy Survey on our website in mid-April!

DFWBGH Community-Wide Diabetes Initiative Update

Consumer engagement and empowerment is an essential component of our community-wide diabetes collaborative project, recently renamed the **Partnership for Peak Healthcare Performance**. The Committee that is responsible for developing strategies to educate, engage and empower consumers has developed a **Consumer Awareness Survey** to assess consumers' knowledge of diabetes risk factors, as well as their understanding of what high quality diabetes care should look like, and their likelihood to use publicly available quality information to select providers.

A research firm in Maine, Crescendo Consulting Services, has been hired to conduct the survey with employees of DFWBGH member companies. Because employees are consumers first and foremost, this makes them an ideal group to establish a baseline of consumer awareness among the DFW working population. The survey will be repeated following a focused effort to educate, engage and empower employees through various worksite health initiatives over the next 18 months. The Consumer Awareness Survey is made possible through the generous support of **Sanofi-Aventis**.

The **Consumer Engagement and Empowerment Committee** is also working on worksite strategies to educate employees about diabetes and appropriate diabetes treatment, with a goal of engaging employees in proactive management of their own health risks and empowering them to make informed decisions about health care providers and services.

For more information on the Partnership project, including updates on the other committees' activities, please visit our **Partnership homepage** at http://www.dfwbgh.org/vdhc_collab.htm. Here you will find everything you need to know about this first-of its kind collaborative project in DFW, including our mission and vision, project scope, committee information (including committee members and meeting minutes), supporting organizations, and press releases.

To go directly to the Partnership homepage, click here: http://www.dfwbgh.org/vdhc_collab.htm.

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