



E-NEWSLETTER – FALL 2008

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Upcoming Webinar

Weigh Your Options: Addressing Obesity with Value-Based Benefit Design Solutions

Thursday, October 23, 2008

1:00 pm – 2:00 pm

featuring

Gus P. Georgiadis, President of **Triad USA**

The Texas Business Group on Health and the Texas Coalition for Worksite Wellness are pleased to invite you to participate in our first Webinar demonstrating how employers can integrate traditional wellness initiatives with value-based benefit design to **address obesity in the workplace**. The Webinar will feature a presentation and question and answer session with **Gus Georgiadis** of Triad USA, a recognized expert in employee benefit plans and programs, and health care delivery and financing.

The Webinar, sponsored by Allergan, Inc., is free for employers, HR executives, benefits managers and others interested in learning about how best to manage rising health care costs through data, design and delivery of cost-effective health care benefits like bariatric surgery.

Space is limited so [click here](#) to register now.

REGISTER TODAY

for the

4th Annual Value-Based Benefits & Wellness Forum and Vendor Fair

Friday, November 7, 2008

7:30 am – 4:00 pm

DoubleTree Hotel near the Galleria, Dallas, TX

Register today for our **Fourth Annual Value-Based Benefits & Wellness Forum and Vendor Fair** on November 7, where you will learn the secrets of high performance benefits and wellness programs that actually improve employee health and performance, save money, and deliver measurable returns on investment. This year's Forum will feature nationally recognized experts in corporate health management and consumer engagement, leading edge employer case studies, and a workshop on value-based benefits and wellness design strategies.

Featured Speakers Include:



Mark Fendrick, MD, Director, Health Services Research at the **University of Michigan** will kick-off the Forum with the Keynote Session on Value-Based Insurance Design, where you will learn how to spend your health care dollars wisely to maximize the benefits of care.



Steve Bodhaine, President of **Yankelovich, Inc.**, a national marketing consulting firm, will discuss healthcare consumerism and consumer engagement. His presentation will focus on the drivers and barriers to improving consumer health and healthy behavior.



Bruce Sherman, MD, FCCP, Medical Director, Global Services for **The Goodyear Tire and Rubber Company** will discuss how employers can know if the value-based approach is right for them. You will also learn how a large national employer decided to set its course toward maximizing the value of its health benefit programs.

Gus P. Georgiadis, President of **Triad USA**, is a recognized expert in employee benefit plans and programs and healthcare delivery and financing. During the Value-Based Benefits & Wellness Workshop, he will discuss a systematic approach to designing a value-based benefits plan, focusing on obesity. A leading employer will be used as a test case to demonstrate how a value-based approach works in practice.

Exhibitors & Sponsors Include:

Airrosti Rehab Centers
Allergan, Inc.
ANS (A St. Jude Medical Company)
AstraZeneca
Blue Cross & Blue Shield of Texas
Children's Medical Center Dallas
CIGNA HealthCare
Compass Professional Health Services
Department of State Health Services
Diabetes America
Executive Medicine of Texas
Family Sleep Diagnostics
HealthMedia
Hewitt
Humana, Inc.
Holmes Murphy & Associates, Inc.

Johnson & Johnson Healthcare Systems
Lockton Dunning Benefits
Merck & Co., Inc.
Nationwide Better Health
Novartis Pharmaceuticals
Pfizer, Inc.
Principal Wellness
sanofi-aventis U.S.
TelaDoc Medical Services
Texas Business Group on Health
The Vitality Group
Towers Perrin
U.S. Preventive Medicine
UnitedHealthcare
Watson Wyatt Worldwide
WellCare of Texas

[Click Here to Register for the Forum!](#)

Recap: DFVBGH September 17th General Membership Luncheon *Healthcare Consumerism: What it means and how it impacts local markets*

featuring Miles Snowden, M.D. and Cristie Travis



Program speakers Cristie Travis and Miles Snowden, M.D.

If you didn't have the opportunity to attend the General Membership Luncheon on September 17th, *Healthcare Consumerism: What it means and how it impacts local markets*, with Miles Snowden, M.D. and Cristie Travis, [click here](#) to view their presentations.

Here's what attendees said they took away from the program:

"The most important take-aways for me were the wonderful ideas for messaging employees, incentive management online, and new ways to market and use disease management programs and how to measure results." **Leeann Shackelford**, *Workforce Services Manager, City of Arlington*

"The presentation emphasized that consumerism really works, but engagement is the key ingredient. It's also important to have buy-in from the company's leadership and key decision-makers. I thought the feedback on the application and effectiveness of incentives was interesting as well." **Gary Cole**, *Vice President of Sales, Humana*

2008 Texas Type 2 Diabetes Report Available Online

The new **2008 Texas Type 2 Diabetes Report** is now available online providing detailed information on diabetes prevalence, costs and quality of care for Texans with Type 2 diabetes in key local markets, including Austin, Dallas, Fort Worth/Arlington, El Paso, Houston and San Antonio. A new feature in this year's report is a comparison of A1C levels in these six Texas markets. The 2008 Texas Type 2 Diabetes Report was produced with support from sanofi-aventis U.S. to help employers and providers better identify opportunities to serve the health care needs of Texans with Type 2 diabetes.

[Click here](#) to view the press release.

[Click here](#) to view the report online.

DFW Partnership for Peak Healthcare Performance Update

The DFW Partnership for Peak Healthcare Performance (PPHP) is entering its second year. The first year focused on building the infrastructure for ongoing operations. This included forming a leadership team and committees with representatives of each stakeholder group; building a framework for data collection, aggregation and reporting; assessing the DFW market status regarding diabetes care and consumer engagement; obtaining funding; and branding the project. The second year will focus on implementing the processes developed in the first year, primarily focusing on worksite interventions and physician performance reporting.

A Partnership **Anniversary Dinner** will be held on October 21st to mark the Partnership's one-year anniversary and celebrate the remarkable progress that has been made in the past year. A highlight of the evening will be a "State of the Community" report on the current status of diabetes care in DFW and the Partnership's action plan for improvement.

[Click here](#) for more information on the **DFW Partnership for Peak Healthcare Performance**.

Staff Change

It is with regret that we must say goodbye to our Member Services Coordinator, **Adrienne Stephens**, who is moving to Alabama. Adrienne has been with us for two years and contributed greatly to our organization and its growth. We wish Adrienne great success in her future endeavors.

We are pleased to announce that **Charles Seay** is joining the DFWBGH staff on September 22 as our new Member Services Coordinator. Charles is a recent graduate of UNT with a BA in English Literature and a minor in Chemistry. Charles has health care experience, having worked at Children's Medical Center as a Clinical Technician while attending college. Please welcome Charles when you hear him answer phone, receive his emails and see him at our programs.

Renew Your Membership Today!

It's time to renew your membership in the Texas Business Group on Health for 2009. If you are listed as the Primary contact for your company, you will receive your dues invoice in the mail soon, but did you know you can also renew online? **Just [click here](#) to renew online now!**

Make sure you renew your membership now to ensure that you continue to receive all the benefits only available to TBGH members.

 [Click Here to Renew Online Now!](#)

 **Renew By Phone Now:** 214-382-3037

COMMENTS OR SUGGESTIONS?

Do you have any comments about this TBGH E-Newsletter or suggestions for future articles?
If so, contact us at info@tbgh.org.

FORWARD THIS NEWSLETTER

Do you know someone who would like to receive updates from TBGH?
Forward this newsletter to them and have them join the TBGH email list by emailing their contact information to info@tbgh.org.

ADD US TO YOUR ADDRESS BOOK

Make sure you receive the latest TBGH updates by adding info@tbgh.org to your address book.

Don't let your spam filter keep you from getting all that TBGH has to offer!

Texas Business Group on Health

11520 North Central Expy., Suite 201 ■ Dallas, TX 75243 ■ 214-382-3037 ■ www.tbgh.org