



Rochester Business Alliance Health Care Initiative 2005-2016 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 \$76 million. 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 84.8% today (above national benchmarks), saving our community hundreds of millions of dollars each year in health care costs.</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, UPMC 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 Rochester RHIO was founded in 2006, and is now a fully operational health information exchange, supported by grant funding, regional healthcare organizations 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 thirteen county area in New York. Currently, the RHIO provides services to 3,000 users across more than 550 organizations. Over one million patients have given permission for their care providers to view their clinical information through the RHIO. The RHIO delivers over 500,000 clinical reports to physicians each month. The RHIO continues to provide expanded health information services to a growing proportion of the healthcare community. A study published in <i>Applied Clinical Informatics</i> (2014) by Weill Cornell Medical College researchers determined that hospital admissions were 30 percent less likely when emergency department doctors consulted RHIO records, enabling more effective and efficient patient care. The RHIO saves the community more than \$4,000,000 annually.</p>	<p>Eat Well Live Well</p> <p>Description: Originally piloted in 2006, Rochester Business Alliance partnered with Wegmans to offer the <i>Eat Well, Live Well</i> 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 an article in <i>BusinessWeek</i> magazine and a Certificate of Recognition for Outstanding Prevention Efforts from the U.S. Department of Health and Human Services in 2007.</p> <p>Current Status: In total, more than 200,000 employees from 447 local organizations have participated in at least one challenge over the past eight years. During this time, the community walked nearly 80 billion steps and consumed more than 31 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



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:

- Over 200 individuals from more than 60 organizations have come together to support this initiative, which is a unique, multi-faceted coalition of broad-based community stakeholders.
- The collaborative has raised close to \$3 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:
 - *Clinical Best Practice:* Working with national experts, the team has developed a practice improvement consulting model that utilizes trained local clinicians to identify actionable systems strategies to address clinical variation across practices.
 - *Communication:* The team is partnering with Wegmans and the Rochester Business Alliance to expand brand recognition of the highly successful *Eat Well, Live Well* program to function as a community wellness resource and a set of tools that encourage and support personal health action.
 - *Community Engagement:* Numerous blood pressure screening events continue to take place across the community. The work group is partnering with local nursing schools to enable students to perform community service while providing a ready and trained resource to complete blood pressure screenings. Blood pressure kiosks have been placed in organizations in neighborhoods that previously did not have this resource. A program funded in part by the Centers for Disease Control has trained and deployed nearly 200 High Blood Pressure Ambassadors through a variety of community organizations.
 - *Metrics and Measures:* This team established local performance baselines on heart attack, heart disease, stroke and kidney failure and has established long-term improvement targets and calculated the potential return on investment for the community.
 - *Healthy Worksite:* Demonstration projects in area companies and organizations trained peer counselors to engage coworkers in strategies, goal setting and tracking of success. Additional demonstrations in new locations are underway in 2012.
 - *Financial Development:* The team has developed a financial sustainability plan in partnership with local insurers and Rochester hospitals to be implemented in 2013. This plan will enable the collaborative to continue its strategic plan and add new components in the future.
- *High Blood Pressure Patient Registry:* Patient data is being received every six months from the three major health systems in addition to a growing number of independent community primary care practices. During the next phase of registry analysis, additional private practices are being added. As of December 2014, the registry included BP data for over 121,000 individuals. The BP control rate in participating practices has increased from 62.7% in 2010 to 71.8% at the end of 2014. In 2015, the Collaborative will be changing the standards for defining control to be more consistent with national approaches.
- *Blood Pressure Advocates Program:* Leveraging funds received from the New York State Economic Development Council, a community health worker-like model is being implemented with several primary care practices to work directly with patients to help improve success in achieving blood pressure control. Advocates are from the same communities as the patients they are serving and are familiar with the multitude of community resources available that can help them achieve their goals.

COLLABORATIVE PARTNERS

AIDS Care Rochester	Greater Rochester Health Foundation	Monroe Plan for Medical Care	Rochester Clinical Research	The Community Place
American Diabetes Association	Greater Rochester Individual Practice Assoc.	MVP Health Care	Rochester General Medical Group	United Way of Greater Rochester
American Heart Association	HCR	National Kidney Foundation	Rochester Institute of Technology	University of Rochester
Anthony Jordan Health Center	Highland Hospital	Nazareth College	Rochester Primary Care Network	URMC
Antioch Church	Interfaith Alliance	New York Blood Pressure	Rochester Regional Health Information Org.	URMC Center for Community Health
Bausch + Lomb	Laborers Local 435	Paychex, Inc.	Rochester Regional Health System	URMC Clinical & Social Psychology Dept.
City of Rochester	LiDestri Foods, Inc.	Perinatal Network	RochesterHealth.com	Wegmans Food Markets
Eastman Kodak	Local 1199 SEIU	Roberts Communications	Senator Charles Schumer	Worksite Health Alliance of Greater Rochester
Everest	Monroe Ambulance	Roberts Wesleyan College	Senator Kirsten Gillibrand	Xerox Corporation
Excellus BlueCross BlueShield	Monroe Community College	Rochester Business Alliance	Southwest Area Neighborhood Association	YMCA of Greater Rochester
Finger Lakes Health Systems Agency	Monroe County Dept. of Human Services	Rochester City Council	St. John Fisher College	
Golisano Children's Hospital at Strong	Monroe County Medical Society	Rochester City School District	SUNY Brockport	

Program Highlights

Type	Program	Reach	Deliverables/Outcomes
Measurement	High Blood Pressure Registry	199,082 patients representing 66% of hypertensives in 9 Finger Lakes counties	Tool for measuring community progress: From 2010 to 2015, the control rate improved 12.8% in Monroe County, moving from 62.7 to 70.7%.
		106 participating medical practices	
Clinical	Blood Pressure Advocates (one-on-one coaches)	634 patients	Reduced risk for heart attack or stroke ranged from 45% for African American women to 21% for non-African American men
	Practice Improvement Consultants	4 consultants work with 17 medical practices with 24,700 hypertensives	After adjusting for race/ethnicity and SES, hypertensive patients were 35% more likely to have controlled blood pressure in PIC practices than in non-PIC practices
Community	Barbers and stylists trained as community health educators	647 individuals at 21 barber shops/salons and 6 senior housing sites	35% reported changing health behaviors
	Health ministries	241 individuals at 9 congregations	54% taking medication 53% reducing sodium in diet 49% exercising 42% losing weight 39% changing diet
	Diabetes Prevention Program	72 participants at 9 congregations	81% lost weight
	Healthy worksite programming	21 worksites participated	18 companies with 7,007 employees added strategies to increase physical activity 6 companies with 2,335 employees developed or adopted food service guides, including sodium intake
	Communications campaign	Med-adherence messaging focused on communities of color in high poverty ZIP codes in English and Spanish	80 bus ads 12 billboards 72 radio spot aired 523 pillboxes distributed 875 posters in >25 sites 9 customized posters

[Link to recent press coverage](#) - Rochester Business Journal, November 2015