



NCBGH

NORTH CAROLINA BUSINESS GROUP ON HEALTH

NCBGH Newsletter

March, 2021

Hello, NCBGH Members!

As we enter our 10th year at NCBGH, I'm pleased to introduce our first quarterly newsletter. Going forward we'll be using this newsletter to keep you better informed on what we've been up to and what's ahead as we move into our second decade as *THE* coalition of North Carolina employers and key healthcare stakeholders, working together to educate, advocate and innovate for the best healthcare delivery systems across North Carolina.

Jon Rankin
President/CEO

Spring Forum

Our (Virtual) Spring Forum scheduled for Friday, June 11,
is an event you won't want to miss.

The agenda will include:

- Keynote address by Governor Roy Cooper
- Legal update by a favorite legal pundit
- Carrier CEO Panel (BCBS-NC, Cigna, UnitedHealthcare, and Aetna)
- Panel on Personalized and Precision Medicine in Oncology for Employers
- Breakout roundtables for topical discussion and networking

Watch your email or visit the events section of NCBGH.org for complete details and registration available soon!



Our 10th Anniversary

In 2021, NCBGH is celebrating our 10th anniversary! Organizing meetings with over 50 business leaders were held beginning in January 2011, and on May 31, 2011, the North Carolina Business Group on Health was officially formed as a North Carolina 501(C)(6) non-profit organization. We held our first official meeting on October 6, 2011.

Celebrate virtually with us at our Spring Forum on June 11,
but also mark your calendar for our *official celebration* at our Fall Forum on October 8 at the Grandover Resort when we expect to celebrate live and in-person!

Expanding Relationships

General Membership in NCBGH is open to employers across our state. Remember, we encourage the heads of HR and Total Rewards to participate as key employer members. Memberships are corporate, so there are no additional "per head" dues. Add others from your team at any time by simply adding them on the "Additional Contacts" tab on of your profile page at NCBGH.org, or send an email to info@ncbgh.org and we'd be happy to do it for you. All employer contacts have full access to website member resources.

Help us grow... encourage colleagues at other North Carolina companies to learn more about us by visiting NCBGH.org, or reach out to us directly!

New for 2021, to better align our structure and further collaboration with other key NC healthcare stakeholders, the board approved an "Affiliate Membership" and "NC Healthcare Advisory Council" structure.

Affiliate Members are vetted providers of valuable healthcare and benefit related services for North Carolina employers. We encourage members to find out more about them through the [Affiliate Member Directory](#). We will also be highlighting Affiliates throughout the year in the quarterly newsletter. (See this quarter's spotlighted Affiliates below.)

NC Healthcare Advisory Council members are key healthcare stakeholders in the state, enabling and encouraging collaboration and exchange of ideas with NCBGH and each other. Please help us in thanking these members in their support of NCBGH and their work to collaborate, advise and help drive our mission forward. As of March, 2021, Council members include:

BlueCross BlueShield of North Carolina

Cigna

Genentech

Johnson & Johnson

Merck

North Carolina Medical Society

North Carolina State Health Plan

UnitedHealthcare

NCBGH Board Members volunteer their time and service to support our members and mission. We encourage individuals of member organizations to let us know if you may be interested in serving on the board as seats become available. Current NCBGH Board Members are:

President: Jon Rankin, NCBGH
Vice President: Paula Legendre Stop, The Fresh Market, Inc.
Treasurer: Patricia Moody, SERVPRO
Secretary: Chris Walker, TQM Concepts
Legal Counsel: Erin C.V. Bailey, Tuggle Duggins P.A.
Medical Director: Bruce Sherman, MD
Steve Graybill, Mercer
Brett Henderson, Charlotte Pipe & Foundry
William Howard, Bernhardt Furniture Company
Teresa Huffman, Culp, Inc
Leigh Keener, National Gypsum
Rebecca McCabe, Aon
Debra Simons, Bank of America Merchant Services
Julie Weaver, bioMérieux

Member Resources

Are you utilizing the valuable resources available to NCBGH members? Here are some of the newest:

- **Vaccination Videos:** This series of 3 videos were developed to aid in efforts to address COVID-19 concerns. Employers play a critical role in encouraging employees and their family members to get vaccinated as soon as they are able. Feel free to use these brief COVID-19 immunization videos, created through the National Alliance, to support your vaccine education initiatives. Each video link also has a Spanish subtitled version available for download.
 - **The History of Vaccines – One of the Greatest Success Stories in Medicine and Public Health** (3.5 minute video): Help employees understand the background of vaccines.
 - **Trusting Vaccines - Safety in All Three Phases** (5 minute video): Help to understand and trust the COVID vaccine.
 - **COVID-19 Vaccines - Get the Facts** (8.5 minute video): Provides a better understanding of the COVID vaccine.
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- **Action Briefs:** Action Briefs provide expert information and advise employers can use. The latest Action Briefs include:
 - [COVID-19 And Immunizations -- Guiding Employees Through Uncertain Times to Ensure Vaccine Adoption](#) Provides practical things employers can do to help guide employees through uncertain times to ensure widespread vaccine adoption.
 - [What Makes Primary Care Advanced Primary Care \(APC\) -- How APC Adds Value to Healthcare.](#) Advance Primary Care (APC) delivers increased value for patients and purchasers by encompassing seven key attributes. Learn more about how APC leads to improved patient health, satisfaction and engagement; reduces unnecessary and emergency care; and has the potential to save 15% or more of overall healthcare spend.
 - [Medical Imaging -- Broadening the Focus to Include Cost and Value.](#) Medical imaging accounts for 10% of healthcare spending -- or \$100 billion. Yet, with their laser focus on the cost of imaging, many employers and other healthcare purchasers have lost sight of the larger picture - value. Learn how to define and achieve value in medical imaging to ensure the best possible cost and quality outcomes for patients and purchasers.

- **Safety and Quality Ratings:** As the Leapfrog Group regional leader for North Carolina, NCBGH works with hospitals and Ambulatory Surgical Centers across the state, using national performance measures to evaluate safety, quality, and efficiency. Data and findings from the survey provides employees and their families with potentially life-saving information on hospital quality and safety. [Click here for links to access the ratings.](#)

- **Past Presentations:** Recordings and slides from past events are available on the member resources site. [Click here to access them now!](#) (Requires login)

- **Member Directory:** Network with fellow NCBGH members by messaging them directly in our members-only directory.

Affiliate Spotlight

Affiliate Members are vetted providers of valuable healthcare and benefit related services for North Carolina employers. We encourage members to find out more about them through the [Affiliate Member Directory](#). We will also be highlighting Affiliates throughout the year in this new quarterly newsletter. This month we're spotlighting these Affiliates:

HealthAdvocateSM

Health Advocate makes healthcare easier for over 12,500 organizations and their employees and members nationwide.

Our solutions leverage a unique combination of personalized, compassionate support from healthcare experts using powerful predictive data analytics and a proprietary technology platform, including mobile solutions, to provide clinical support and engage members in their health and well-being.

Our members enjoy a best-in-class, personalized concierge service that addresses nearly every clinical, administrative, wellness and behavioral health need. Our clients benefit from high levels of engagement, improved employee productivity and health, and reduced medical costs, while simultaneously simplifying and increasing the value of their health benefits offerings.

Visit us at HealthAdvocate.com

Contact: Wendy Wright, AVP Sales
336.209.2444 WWright@HealthAdvocate.com



Healthcare Bluebook™

Healthcare Bluebook's goal is to protect consumers and companies nationwide from overpriced, low-quality healthcare. Using industry-leading objective price and quality data and claims-driven ROI reporting, Bluebook's intuitive online healthcare shopping solution provides 7,000+ employers and members with an easy-to-use benefits solution that increases movement from low-value to high-value care, driving savings and rapid ROI, and provides greater price predictability. Combined with a proven engagement methodology, Bluebook's innovative suite of services empowers employees to become smarter healthcare shoppers, while decreasing costs and improving healthcare outcomes.

For more information, visit healthcarebluebook.com and follow us on [LinkedIn](#) [Facebook](#) [Twitter](#)

Contact: Frank Hess, Southeast Sales Lead
615.300.2213 fhess@healthcarebluebook.com



Precision Medicine for Metabolic Disease

DayTwo provides a telehealth-based precision nutrition solution that uses gut microbiome profiling and machine learning to enable a path to remission for diabetes, prediabetes, clinical obesity and NAFLD.

DayTwo's Food Prescriptions are tailored to the individual and control blood sugar in order to reduce A1C, weight and reduce or eliminate medications.

DayTwo complements existing programs for metabolic disease, most of which only monitor the condition or provide one-size-fits-all education.

DayTwo's solution has over 80% engagement by Year 1 and offers up to 100% fees at risk.

Call us on (800) 326-2581 or email daytwosolutions@daytwo.com.

Visit our website: www.daytwo.com



Marathon Health offers a proven solution to help employers across the country improve the health of their populations and reduce the total cost of healthcare through a variety of employer-sponsored care options (onsite, near-site, shared-site, hybrid).

The Marathon Health approach integrates the best practices of advanced primary care, health assessment with risk identification, coaching and advocacy, behavioral health and therapy, occupational health, physical therapy, and disease management for high cost, chronic conditions.

Contact John Leary, VP of Market Development
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www.marathon-health.com

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