

Summer 2010 News

Dear NEHI Members and Friends:

With the passage of health reform behind us, it's time to turn to ensuring that care is more effective and affordable for the millions of newly insured Americans. Today, NEHI is working toward this end with several exciting programs – many of which are described below – designed to reduce waste, promote innovation and foster health and wellness.



As NEHI moves into the future, with our evolving five-year strategic plan as our guide, we will continue to pursue these goals – with your help.

Best wishes for a wonderful summer!

Wendy Everett

President

Annual Meeting and Forum Highlights

NEHI's April 29 Annual Meeting began with the election of new board members **Joel W. Beetsch, PhD**, of sanofi-aventis and **Alan Moses, MD**, of Novo Nordisk, Inc. Following a discussion of NEHI's strong financial performance, President **Wendy Everett** and Executive Director **Valerie Fleishman** outlined two programs – comparative effectiveness research and patient medication adherence – that reflect NEHI's national policy impact.



Discussion then turned to NEHI's strategic plan. Annual Meeting members were asked to contribute ideas for shaping NEHI into an influential national health policy institute that improves health care by maximizing the adoption of valuable innovations. In the coming months, NEHI will continue to work with its members to develop these plans for NEHI's future.

Following the board meeting, **Dr. Timothy Johnson** of ABC News

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UPCOMING EVENTS

From Evidence to Practice: Making CER Findings Work for Providers and Patients
July 8

Innovators in Health Awards 2010
October 27

For more info or to RSVP, visit [NEHI Events](#).

EVENT PHOTOS

NEHI Annual Meeting and Forum
April 29, 2010

moderated the forum, "After Health Reform: Where Do We Go From Here?," featuring **Mary Grealy** of the Healthcare Leadership Council; **Dolores Mitchell** of the Massachusetts Group Insurance Commission; **David Norton** of Johnson & Johnson; **Dr. Samuel Nussbaum** of WellPoint; and **Myrl Weinberg** of the National Health Council. The panel agreed that while the recently enacted health reform legislation provides unprecedented coverage for millions of Americans, it inadequately addresses the quality and cost of care; they outlined a range of innovations that could help make care more affordable and efficient. [Click here](#) for photos and a full audio recording from the forum.



[View all](#)

NEHI Roundtable Highlights Employee Health Programs

NEHI recently convened employers from across Massachusetts for a forum focused on opportunities and challenges for worksite wellness programs. The forum was held April 30 at AstraZeneca's Waltham, MA campus.



Ron Goetzal, PhD, of Thomson Reuters and Emory University's Institute for Health and Productivity Studies, presented case studies supporting the cost benefit of employee health promotion programs. NEHI's **Tom Hubbard** then discussed the legal and regulatory framework for health promotion programs. A panel discussion followed, examining the ROI implications for companies, best practices and how to encourage small businesses to participate in health promotion. Panelists stressed that a high level of employee engagement in health promotion programs would be necessary to demonstrate a positive ROI for employers. Currently, it is difficult for health care providers to invest in health promotion because employers tend to change health plans yearly.

Other panelists included **Dr. Thomas Hawkins** (BCBSMA), **Marie Chalmers** (Mercer), **Judith Frampton** (Harvard Pilgrim), **Lynn Nicholas** (Massachusetts Hospital Association), **Dena Broderick** (Tufts Health Plan), **Alan Macdonald** (Massachusetts Business Roundtable), **Eileen McAnnery** (Associated Industries of MA), **Phyllis Yale** (Bain & Company), and **Kerry Hands** (The Bostonian Group, Small Businesses).

NEHI is continuing its work on promoting wellness and prevention through its [Healthy People/Healthy Economy initiative](#) in partnership with The Boston Foundation. For more information on the forum including photos and presentations, [click here](#).

July 8 Roundtable to Examine CER Dissemination

As the results of comparative effectiveness research (CER) studies create a wealth of new data on what medical interventions are most effective, it is critical to ensure that these results reach the providers and patients who need them to make informed decisions about treatment.

QUOTE OF NOTE

"It's better to spend money on medication adherence for patients, rather than having them boomerang in and out of the hospital. Financial incentives are a critical piece of the solution."

— **NEHI Executive Director Valerie Fleishman**, quoted on the front page of *The New York Times*, June 14, 2010.

Join NEHI on **Thursday, July 8** at the National Press Club in Washington, DC for an expert roundtable with representatives from the U.S. Department of Health and Human Services, the Institute of Medicine, VA Health Services and other policymaking organizations. The roundtable, part of NEHI's [pioneering initiative](#) to ensure that CER fosters innovation, will examine new approaches to disseminate CER findings so they effectively inform health care decisions and improve care.

[Click here](#) for more information and to register for the roundtable.

NEHI Promotes Health IT in Europe

This month, NEHI President **Wendy Everett** traveled to Northern Ireland, where she was a featured speaker at the European Connected Health Leadership Summit and a key participant at a meeting with Invest Northern Ireland (Invest NI).



The [European Connected Health Leadership Summit](#) was focused on exploring all aspects of connected health, including the technological advancements that have been made and implementation barriers and strategies. As part of a panel titled “Crystal Ball: What’s Stopping Us Now?,” Everett discussed the barriers to adoption of connected health technologies. Other speakers included Massachusetts Senate President **Therese Murray** and **Dr. Joe Kvedar**, Director of the Center for Connected Health.

Following the Summit, at the request of the Northern Ireland Massachusetts Connector, Everett discussed key issues in telehealth at a meeting of [Invest NI](#), Northern Ireland’s economic development agency responsible for supporting innovation to spur economic growth. Other attendees included Senate President Murray, **Mitchell Adams** of the Massachusetts Technology Collaborative and **Susan Windham Bannister** of the Massachusetts Life Sciences Center.

Health IT Expert to Lead NEHI Initiatives



NEHI is pleased to announce the addition of **Lisa Payne Simon**, MPH, as its new Senior Program Director for Technology. In this role, Simon will manage NEHI’s technology programs portfolio, leading the expansion of the [Fast Adoption of Significant Technologies \(FAST\) initiative](#) and helping to achieve national impact for NEHI’s [tele-health](#), [tele-ICU](#) and other technology initiatives.

Simon was previously a senior advisor to national health care improvement initiatives such as the Robert Wood Johnson

Foundation and the P2 Collaborative of Western New York. She has held senior roles at the Blue Shield of California Foundation, the California HealthCare Foundation and Blue Cross of California. Simon holds a master's degree in public health from the University of California, Berkeley and a bachelor's from Brown University.

Innovators in Health to Be Honored October 27

NEHI's Annual Innovators in Health Awards forum and reception will be held **Wednesday, October 27, 2010 from 3:30 pm - 7 pm** at the Colonnade Hotel in Boston. The [Innovators in Health Awards](#) recognize leaders who embody NEHI's spirit of innovation and collaboration and whose work has promoted the advancement of health and health care nationally. This year's forum, sponsored by Blue Cross Blue Shield of Massachusetts, will be moderated by **Susan Dentzer**, editor-in-chief of *Health Affairs*.

Registration opens August 1st on [NEHI's website](#). In the meantime, please call 617-225-0857 or [email NEHI Events](#) with any questions or for sponsorship information.

NEHI Recognized as Leading Nonprofit

The Massachusetts Nonprofit Network (MNN) recently recognized NEHI and its President **Wendy Everett** through its Second Annual Nonprofit Excellence Awards. Everett was selected for her outstanding leadership in guiding the growth of NEHI into an innovative health care institution, and NEHI was recognized as part of the MNN's [Nonprofit Awareness Day celebration](#) on June 14 at the Massachusetts State House, featuring Massachusetts Governor **Deval Patrick** and Massachusetts House Speaker **Robert DeLeo**.

NEHI Patient Adherence Initiative in the National Media

[“For Forgetful, Cash Helps the Medicine Go Down”](#)

The New York Times, June 14, 2010

[“Health-Care Overhaul Still May Not Make the Medicine Go Down”](#)

Bloomberg News, June 2, 2010

[“Thinking Outside the Pillbox: Medication Adherence as a Priority for Health Care Reform \(Article Co-Authored by Wendy Everett\)”](#)

The New England Journal of Medicine, April 8, 2010

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