



New England Healthcare Institute

June 29, 2009

NEHI News – Summer 2009

Dear NEHI Members and Friends:

As leaders in Washington pursue health reform, NEHI continues to examine the critical steps we must take – regardless of the legislation enacted – to improve health care quality and value.

One of these steps is to better promote chronic disease prevention. Tomorrow, June 30, we will launch new research recommending actions for leaders to promote healthier lifestyles across Massachusetts. We hope to see you at the launch; see below for more information.



All the best,
Wendy Everett
President

NEHI and the Boston Foundation to Launch Blueprint for Wellness

The Boston Paradox report, published in 2007 by NEHI and the Boston Foundation, demonstrated that Massachusetts has plenty of health care but not enough health. The economic recession has only put challenges related to unhealthy behaviors – and resulting costly chronic illnesses – into starker relief. Please join us **tomorrow, June 30 from 8:30-10:30 a.m.** at **The Boston Foundation, 75 Arlington Street, 10th Floor**, to discuss a new blueprint for action that will help connect the missing links between health, healthy behaviors and a healthy economy. [Click here](#) for more information on the event and initiative.

NEHI Targets Costly Patient Medication Non-adherence

As the medical and financial burdens of chronic disease continue to rise, NEHI has launched a major initiative to identify strategies for improving adherence to medications prescribed for patients with chronic illnesses. The current lack of medication adherence poses serious and unnecessary health risks and costs an estimated \$177

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UPCOMING EVENTS

NEHI/TBF Healthy People/Healthy Economy Forum
June 30

NEHI Primary Care Webinar
July 8

World Congress Annual Leadership Summit on Wireless Health
(Wendy Everett confirmed speaker)
July 28

World Congress Health Care Quality Congress
(Wendy Everett confirmed speaker)
August 4

National Association of Chain Drug Stores Pharmacy & Technology Conference
(Tom Hubbard confirmed speaker)
August 9

National Comparative Effectiveness Summit
(Valerie Fleishman confirmed)

billion annually.

The NEHI initiative will identify and test strategies for medication adherence that improve the health, functional status and productivity of chronic disease patients, and create cost savings. [Click here](#) to view a *Modern Healthcare* article on NEHI's new initiative.

Fast Facts: NEHI Chairman Joshua Boger

At NEHI's Annual Meeting on April 29, Joshua Boger, PhD was elected as our Board Chairman. Below find a profile of NEHI's new leader.

Professional Leadership:

Founder & Chief Executive Officer (Retired), Vertex Pharmaceuticals, Inc., (1989-May 2009). Senior Director of Basic Chemistry, Merck Sharp & Dohme Research Laboratories, (1987-1989).



Affiliations:

Chair of Board of Trustees, Wesleyan University
Immediate Past Chairman, Biopharmaceutical Industry Trade Association
Chairman, Massachusetts High Technology Council
Founding Director & Co-Chairman, Progressive Business Leaders Network
Vice-Chair of the Board of Fellows, Harvard Medical School

Education:

Wesleyan University, B.A., Chemistry and Philosophy
Harvard University, M.S., Chemistry
Harvard University, Ph.D., Chemistry

Research:

Over 50 scientific publications
31 issued U.S. patents

Personal Interests:

Expert scuba diver
Competition-licensed formula race car driver
Lifelong Boston Red Sox fan
Flew on zero-gravity flight with Stephen Hawking

NEHI Releases Comparative Effectiveness Report, Holds Washington Discussion

In response to fears that a new federal program for comparing health care interventions could stifle the development of new technologies and approaches, NEHI released a first-of-its-kind framework for designing and implementing a federal comparative effectiveness research (CER) program that will sustain the unique dynamics of innovation in health care.

On April 22, NEHI held a stakeholder discussion with key federal policymakers in Washington, DC to discuss implementation of the

speaker)
September 17

NEHI Innovators in Health Awards Ceremony and Reception
October 15

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

EVENT PHOTOS

NEHI Annual Meeting
April 29, 2009



[View all](#)

QUOTE OF NOTE

"Economic hard times only exacerbate the unhealthy behaviors that drive chronic illness."

— NEHI Executive Director
Valerie Fleishman

NEW NEHI MEMBERS



Leadership: Michael W. Bonney, President & CEO
Sector: Biotechnology
Mission: "To research, develop and commercialize pharmaceutical products that address unmet medical needs in the acute care environment."

new federal CER program with officials from the Institute of Medicine (IOM) and the Obama Administration. Participants included Joshua Boger of Vertex Pharmaceuticals, Elliott Fisher of the Dartmouth Institute for Health Policy & Clinical Practice, Steve Pearson of Harvard Medical School, Carolyn Clancy of the Agency for Healthcare Research and Quality, Joseph Heyman of the American Medical Association, and Robert Ratner of the Institute of Medicine.

[Click here](#) to view a *CQ HealthBeat* article on NEHI's CER framework.

[Click here](#) to view Wendy Everett's OpEd on NEHI's CER framework in *The Boston Globe*.

NEHI Member Spotlight: Pitney Bowes Inc.

An Interview with Dr. Brent Pawlecki, Corporate Medical Director



Why are employers like Pitney Bowes taking the lead on wellness and prevention for their employees?

Benefit design that drives healthier behaviors helps employees feel engaged and present on the job. While our top priority has been to enhance employee health, our approach also consistently delivers lower costs.

For example, in the past year, Pitney Bowes' health and wellness platform has resulted in a decline in emergency department use and hospitalization, a decrease in diabetes-related disability costs and duration, and increased adherence to chronic-care regimens.

What are the key components of your employee health benefit plan?

Pitney Bowes offers a value-based health benefit plan focused on preventive care, mental health benefits and coverage for serious and expensive illnesses. The plan reduces barriers to care, lowering the cost of drugs for chronic conditions such as diabetes, asthma and hypertension.

In addition, the company's on-site medical clinics help employees avoid illnesses with free, low-cost preventative care. They help employees monitor issues such as blood sugar and weight loss.

How could the business community help spur adoption of effective employee health practices?

Many business leaders such as Pitney Bowes could act as models of what might be replicable on a nationwide scale. The keys to Pitney Bowes' success have been:

- Viewing health care as an investment, not just another cost;
- Developing good data;
- Promoting and encouraging employees to adopt healthy behaviors;
- Recognizing that the least expensive product is not always the



Leadership: Gene Lindsey, President & CEO
Sector: Provider
Mission: "To care for patients compassionately and effectively, with the highest medical and ethical standards."



Leadership: Jeff Forbes, President
Sector: Health IT & Communications
Mission: "To provide tele-health services to health plans, hospitals and health management organizations across the United States."



Leadership: Richard T. Clark, President & CEO
Sector: Pharmaceutical
Mission: "To provide society with superior products and services by developing innovations and solutions that improve the quality of life and satisfy customer needs, and to provide employees with meaningful work and advancement opportunities, and investors with a superior rate of return."



Leadership: Dennis D. Berkey, President
Sector: Academic Research
Mission: "To educate talented men and women in engineering, science, management and humanities in preparation for careers of professional practice, civic contribution and leadership, facilitated by active lifelong learning."

[See all NEHI Members](#)

