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Health Care Symposium Spotlights Innovative, Results-Oriented Benefits Strategies
Pittsburgh Business Group on Health Hosts Region's Premier Health Care Conference Sept. 6

PITTSBURGH (August 13, 2007) – Most consumers are used to banking, picking up dry cleaning and food shopping in one-stop superstores. But what about getting a medical checkup at the same time?

The Pittsburgh Business Group on Health (PBGH) offers a look into the future where health care checkups can be easily and cost-effectively obtained from qualified health care professionals in routine ways. PBGH also envisions a future where health care providers make and stand behind guarantees on the quality of their care, saving patients and their employers from paying ongoing costs for errors or poor care.

PBGH's eighth annual health care symposium, "Shaping the Future: Innovative Solutions for Today's Health Care Challenges," will provide a deeper look into these and other innovative strategies and tactics that leading-edge organizations are using to overcome our current health care challenges. The symposium will be held on Thursday, September 6 at the Pittsburgh Marriott City Center in downtown Pittsburgh.

"These are solutions that are shaping the future of health care," said Christine Whipple, executive director of PBGH. "Our speakers are on the forefront, and they are implementing solutions that can have long-term impacts on the way benefits are provided and where and how employees get health care. Not only will attendees hear about these innovative solutions, they will also learn how to incorporate these strategies into their own benefits programs."

PBGH's Annual Symposium has become one of the region's premier health care conferences, bringing national thought leaders to Pittsburgh and providing attendees the opportunity to make contacts and exchange ideas with experts and peers. It is the centerpiece of the employer-led coalition's annual efforts to promote education, collaboration and innovation among members and in the community to drive value and quality in health care.

Now in its 26th year of operation, PBGH continues to be at the forefront of employer health care issues. It was one of the first organizations formed during the coalition movement in the 1980s, and in addition to networking meetings and forums, PBGH was among the first to initiate data and cost studies that provided employers with benchmark information to which they could compare their benefits programs.

"PBGH continues to lead the discussion around quality, value-based health care and benefits and develop leading-edge services for employers," Whipple said. "Our efforts are paying dividends for our member organizations as they continue to experience better value for their health care dollars and improved quality of care."

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“Today, PBGH provides members with a number of benefits including a prescription drug program that leverages the power of group purchasing; ready-to-implement programs, such as the *LivingMyLife* Program for Diabetes; benchmark studies that provide members with the information they need to evaluate their own benefits programs; and member and community forums that promote education and raise awareness on a number of health care topics affecting the employer community.

PBGH is one of nearly 70 employer health care coalitions in operation throughout the United States that serve as a voice for employers in the national health care debate. Being led by large and mid-sized employers in both the private and public sectors in various metropolitan regions and in other community and rural settings, these business coalitions are committed to improving the value of health care provided through employer-sponsored health plans and to the entire community. Almost 10,000 employers belong to these health care coalitions, helping to drive change in health care and benefits from the employer perspective.

For more information about PBGH or the annual symposium, please contact Christine Whipple at 724-251-0230 or chris.whipple@pbghpa.com.

About the Pittsburgh Business Group on Health

Founded in 1981, the Pittsburgh Business Group on Health (PBGH) is a non-profit organization and business-only coalition representing more than 60 member organizations, over 800,000 employees, dependents and retirees, and more than \$3 billion in health care expenditures. The organization strives to improve the delivery, cost and quality of health care through implementing and supporting quality initiatives, analyzing health care data and resources, and providing forums for the exchange of ideas and viewpoints. For more information, please visit www.pbghpa.com.

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