

## Moving the Market!

On Wednesday, May 9, less than a year after launching his Value-Driven Health Care Initiative, HHS Secretary Mike Leavitt held a roundtable with key business, union, government, community and health care leaders. He announced a major milestone: more than 100 million Americans are now served by health plans that are committed to the four cornerstones.

"We are organizing the health care market to achieve better quality health care, at lower cost, for all Americans. That is the definition of value," Secretary Leavitt said. "Yet until now, our health care system has been marked by a lack of consumer information to support value-based decisions."



Top row (from left to right): Scott Serota, BCBSA; Jack Lord, Humana; HHS Secretary Mike Leavitt; Ronald Williams, Aetna; Ivan Seidenberg, Verizon. Middle row: Stephen Hemsley, United; John Tooker, ACP; John Castellani, BRT; H. Edward Hanway, Cigna. Bottom row: Ron Sims, King County Executive; Karen Ignagni, AHIP; Al Hubbard, NEC; Angela Braly, WellPoint; and Rhode Island Gov. Donald Carcieri. Missing: Andy Stern, SEIU.

Since August 2006, Secretary Leavitt has traveled to 34 states to talk with communities working to pilot this approach, medical associations assisting in the development of quality information, and unions and employers committed to implementing value-driven care for their members and employees. The event celebrated success in the ongoing effort to generate momentum for a value-based approach, bringing together representatives from the purchasers, providers, and health plans working to help transform health care to a system based on transparency and value.

To learn more about this event, or to watch a Web cast, please visit:  
[www.kaisernetwork.org/health\\_cast/hcast\\_index.cfm?display=detail&hc=2153](http://www.kaisernetwork.org/health_cast/hcast_index.cfm?display=detail&hc=2153).



Secretary Leavitt views General Electric's Health Information Technology exhibit at Philadelphia event.

Secretary Leavitt continued to discuss progress toward a value-driven system at an event last week in Philadelphia. At the meeting, which was sponsored by the National Business Coalition on Health, Bridges to Excellence, and the Leapfrog Group, he spoke about the special role that employers are playing in the value-driven health care movement. Specifically, Secretary Leavitt encouraged the more than 200 participants to take four important steps: incorporate the four cornerstones into their procurement process, become part of a Value Exchange, participate in the national effort to define quality measures, and encourage other purchasers to sign statements supporting value-driven health care.

## Chartered Value Exchanges

With the market moving toward value-based care, HHS has begun the process of creating Chartered Value Exchanges throughout the country. These will help create a value-driven health care system by bringing a community's purchasers, health plans, providers, and consumers together. By working at the local level, the multi-stakeholder organizations will be able to implement meaningful changes where health care is actually delivered. To be chartered as a Value Exchange, an interested organization must first be recognized as a Community Leader for Value-Driven Health Care. For more information about Chartered Value Exchanges or how to become a Community Leader, please visit [www.hhs.gov/valuedriven](http://www.hhs.gov/valuedriven).

## Isn't It Time? Declare Your Support.

Sign up online: [www.hhs.gov/valuedriven](http://www.hhs.gov/valuedriven).  
More information about how to implement value-driven health care is available in The Partnership for Value-Driven Health Care's Purchaser Guide: [www.leapfroggroup.org/media/file/Purchaser\\_Guide\\_Final2-07-07.pdf](http://www.leapfroggroup.org/media/file/Purchaser_Guide_Final2-07-07.pdf).



"Every American should have access to a full range of information about the quality and cost of their health care options."

Secretary Michael O. Leavitt