

# MEETINGS ON VALUE IN HEALTHCARE

July 27, 2009

To: President Barack Obama  
Secretary Kathleen Sebelius  
Director Nancy Ann DeParle  
Senator Charles Grassley  
Senator Tom Harkin

Congressman Leonard Boswell  
Congressman Bruce Braley  
Congressman Steve King  
Congressman Tom Latham  
Congressman Dave Loebsack

CC: Iowa Governor Chet Culver  
Iowa Department of Human Services  
Iowa Department of Public Health  
Iowa Department of Inspections and Appeals  
Iowa State Legislative Leadership

Health care reform is once again at the top of the public agenda. In Iowa, and across the nation, policymakers are attempting to reconcile three important goals: control unsustainable cost growth, improve results for consumers, and provide timely and appropriate health care access to all Americans. These expectations are producing a complex, and increasingly contentious, debate.

At this point, the need for a definitive framework to evaluate health care reform has become critical. In our view:

- Costs should not exceed benefits;
- Efficiency should not be advanced ahead of effectiveness or equity;
- Cost controls should not adversely impact patient quality and access;
- Expansion of access and quality improvements should not occur without cost control.

We believe that the primary focus for all policymakers should be improving the value in health care.

Iowa can make a valuable contribution to the health care reform debate because our state is nationally recognized for delivering high value health care. Consequently, with support from the Iowa College of Public Health, the Iowa Healthcare Collaborative, and The Concord Coalition, we convened a diverse blend of Iowa health care providers, purchasers, payers, patient advocates, and policy analysts for several meetings this year to examine the issues around health reform and to discuss how to ensure value in health reform.

Attached to this letter are a set of value-based principles, derived from the advice and input of the individuals who participated, and offered to facilitate policymakers' understanding of how focusing on value can improve the system. They are based on examples of success of the high-value care provided in Iowa which, we believe, can be replicated in regions and states across the nation.

We do not claim to have found all of the answers to the complex challenges we face. We are convinced, however, that policymakers, interest groups, and health care stakeholders must commit to working together — and sacrificing together — to achieve an improved system.

We seek your support in this effort to have value be a primary focus for health system reform. Unless quality is improved and cost reduced, we believe expansion of coverage to all will only make a broken

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system worse. Our principles are outlined on the following pages. In September, we will produce a report that illuminates these guidelines with anecdotes and additional data about the “Iowa experience.” Our work is not intended to be as definitive as it is descriptive. We trust you will find it useful.

Sincerely,



Christopher G. Atchison  
College of Public Health  
University of Iowa



Thomas C. Evans, MD  
President  
Iowa Healthcare Collaborative



Sara Imhof, PhD  
The Concord Coalition  
Midwest Regional Director

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## Participation Roster

The Iowa College of Public Health, the Iowa Healthcare Collaborative, and The Concord Coalition convened two public meetings at which participants discussed with national and local experts ideas for national health reform, with a focus on fiscal challenges associated with the system and the importance of increasing the value of dollars spent in the health system. Participants met for a third meeting to summarize key concepts from the first two meetings and to obtain advice and input from participants for the drafting of the “Principles for Values-Based Health Care Reform” document.

### April 2, 2009: Health Care Financing and Reform

*Karin Peterson -- Pella Corporation*

*John Aschenbrenner -- Principal Financial*

*Chris Atchison – UI College of Public Health*

*John Brooks – UI College of Pharmacy*

*Lisa Charnitz – SPHR, Iowa State SHRM Council*

*Stacey Cyphert – UI Health Care*

*Bery Engebretsen – Primary Health Care, Inc.*

*Tom Evans – Iowa Healthcare Collaborative*

*Eugene Gessow – Iowa Department of Human Services*

*Sara Imhof – The Concord Coalition*

*Brian Kaskie – UI College of Public Health*

*Mike Kitchell – Iowa Medical Society and McFarland Clinic PC*

*Bruce Koepl – AARP-Iowa*

*Eric Kohlsdorf – Iowa Association of Health*

*Underwriters and Prisma LLC*

*Tom Newton – Iowa Department of Public Health*

*Kirk Norris – Iowa Hospital Association*

*Ronald R. Reed – Mercy Hospital Iowa City*

*Peter Roberts – Wellmark*

*Elliott Smith – Iowa Business Council*

*Karon Perlowski – Child and Family Policy Center*

### May 28, 2009: Value in Health Care: Lessons Learned in Iowa

*William Applegate -- Des Moines University*

*John Aschenbrenner, Principal Financial*

*Chris Atchison – UI College of Public Health*

*Greg Boattenhamer – Iowa Hospital Association*

*John Brooks – UI College of Pharmacy*

*Anthony Carroll – AARP- Iowa*

*Stacey Cyphert – UI Health Care*

*Bery Engebretsen – Primary Health Care, Inc.*

*Tom Evans – Iowa Healthcare Collaborative*

*Carrie Fitzgerald – Child and Family Policy Center*

*Sara Imhof – The Concord Coalition*

*Brian Kaskie – UI College of Public Health*

*Mike Kitchell – Iowa Medical Society and McFarland Clinic PC*

*Eric Kohlsdorf – Iowa Association of Health*

*Underwriters and Prisma LLC*

*Dan Kueter – UnitedHealth Illinois and Iowa*

*Bill Leaver – Iowa Health System*

*Karin Peterson – Pella Corporation*

*Ronald R. Reed – Mercy Hospital Iowa City*

*Elliott Smith – Iowa Business Council*

### July 10, 2009: Principles derived from the “Iowa Experiences” to Guide National Reform

*William Applegate -- Des Moines University*

*Chris Atchison – UI College of Public Health*

*John Brooks – UI College of Pharmacy*

*Anthony Carroll – AARP- Iowa*

*Lisa Charnitz – SPHR, Iowa State SHRM Council*

*Bery Engebretsen – Primary Health Care, Inc.*

*Tom Evans – Iowa Healthcare Collaborative*

*Carrie Fitzgerald – Child and Family Policy Center*

*Dawn Gentsch – Iowa Public Health Association*

*Sara Imhof – The Concord Coalition*

*Brian Kaskie – UI College of Public Health*

*Mike Kitchell – Iowa Medical Society and McFarland Clinic PC*

*Eric Kohlsdorf – Iowa Association of Health*

*Underwriters and Prisma LLC*

*Rick Miller – Wellmark*

*Tom Newton – Iowa Department of Public Health*

*Karin Peterson – Pella Corporation*

*Ronald R. Reed – Mercy Hospital Iowa City*

*Elliott Smith – Iowa Business Council*

*Shannon Strickler – Iowa Hospital Association*

*Jennifer Vermeer – Iowa Medicaid Enterprise*