


BUSINESS GRAND ROUNDS
a community conversation about health



YOU'RE INVITED
to join in the conversation

Discussions on Cincinnati's most pressing healthcare challenges.



Business Grand Rounds
presented by TriHealth and Xavier University

April 3, 2018
7:30 – 9am

Cintas Center
 1624 Herald Ave, Cincinnati, OH 45207

Breakfast will be served

RSVP by texting BizGrandRounds to 22333

Three corporate giants—

Amazon, JPMorgan Chase, and Berkshire Hathaway—last month sent shock waves through the business community by announcing their intention to form an independent healthcare company for their U.S.-based employees. At TriHealth, we have anticipated this day coming for quite some time. As the region's fourth-largest employer and one of the largest healthcare providers in Ohio, we know how frustrating year-over-year rise in healthcare spending can be for all employers, including healthcare providers. We also know that our current healthcare system is broken—it simply costs too much and delivers too little, and that is one of the reasons the United States leads the world in healthcare spending yet ranks 37th in overall health outcomes. **We'll say it again—healthcare delivery and financing models are outdated and BROKEN**, because they focus too little on what really matters—delivering on the triple aim of better care experiences, better health and wellness, and better value. And we've all played a role in allowing this reality to emerge. But we're ready to do something dramatic to fix what is broken, and together with our health policy and academic partner Xavier University, we're stepping up to help lead this historic, but long overdue, change in the Greater Cincinnati region.

The Struggle is Real. According to the 2016 Community Well-Being Rankings, a national survey conducted by Gallup, Greater Cincinnati ranks in the lowest 20% of all communities in the United States for population health and well-being. While you battle to keep your employees' healthcare costs covered in the face of ever-rising premiums, you're simultaneously watching helplessly as our community—and your workforce—ranks in the bottom quartile nationally in health status which inevitably impacts workplace productivity and "presenteeism." In response, we are proposing a different way to deliver employer healthcare—one that is being embraced in other cities around the country. This new way prioritizes better health/wellness and better value for our employees by aligning all economic and other incentives around those two critical goals. This radical shift won't happen unless we all come together—employers, providers and payers—to find a better way forward, so TriHealth and Xavier are joining forces with leading Cincinnati businesses to rewrite the employer healthcare playbook. The more employer voices we have in the conversation, the more information power we'll have to get healthcare delivery and healthcare financing right for our businesses and the larger community.

Tackling the Challenges, Together. TriHealth and Xavier— together with our co-sponsors—are excited to introduce a bold new series of community conversations called Business Grand Rounds, which will focus on how we can work together, as one Cincinnati business community, to lead the way with innovative and cost effective strategies to improve the health status of every single person we employ while moderating—and better controlling—the year-over-year trend in healthcare spending. In addition to the TriHealth and Xavier partnership, six other leading organizations have signed on to co-sponsor Business Grand Rounds so that our collective voices can be amplified and the opportunities for transforming the healthcare delivery and financing system can be exponentially magnified. By joining the conversation, you'll be in good company with these co-sponsors: Cincinnati Bell, Cintas, Fifth Third Bank, General Electric Aviation, Kroger and Procter & Gamble.

Join Us. Our first conversation will take place on April 3 from 7:30 to 9 am at the Cintas Center and breakfast will be served.

We are excited to announce that W. Michael Long, a healthcare entrepreneur who is best known as the founding CEO of WebMD, will deliver the keynote address as well as participate in a panel discussion at the launch of this series of conversations, all aimed at bringing real solutions to the business community here in Greater Cincinnati. He will share examples of successful employer sponsored healthcare models being implemented around the country that are making a real difference in delivering better care, better health and better value for employers and their employees. We hope you'll hold the date, and see the invitation to the left for details to register yourself and your leadership team. There is no cost to attend, thanks to the contributions of TriHealth, Xavier and our co-sponsors listed above.

We look forward to seeing you on April 3, and know that together we can reshape the healthcare conversation to get healthcare right —because a healthy and vibrant workforce and community are the essential foundation of a prosperous economy and thriving region!



Mark C. Clement
 President and CEO
 TriHealth



Michael J. Graham S.J.
 President
 Xavier University

our co-sponsors

