

Purchaser Interest Survey – Comprehensive Results

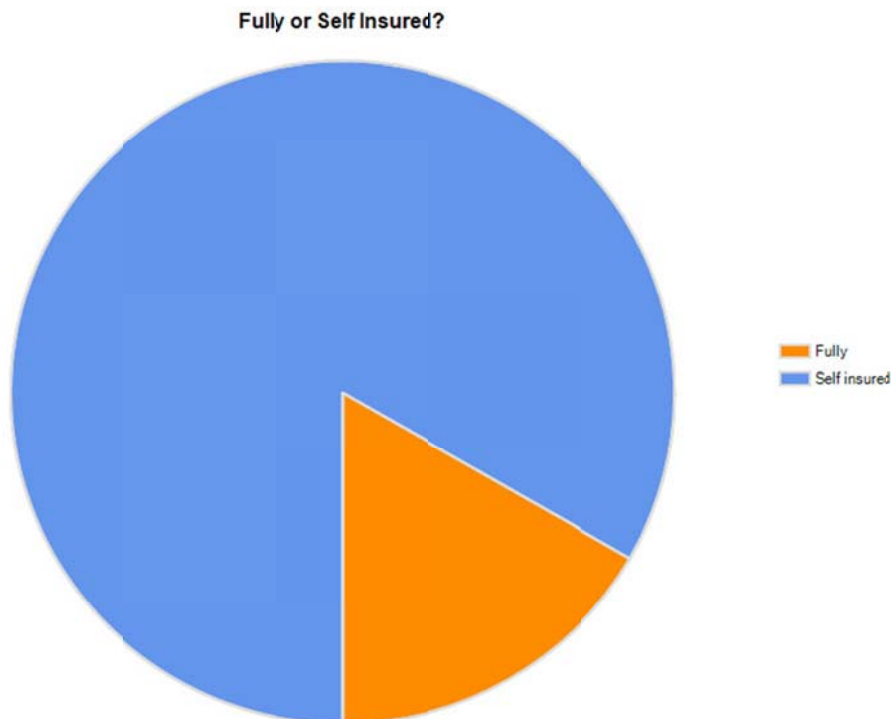
90 responses representing 15 coalitions

The Alliance, Fitchburg, WI (1)
Dallas/Fort Worth Business Group on Health, Dallas, TX (10)
Employers' Coalition on Health, Rockford, IL (5)
FrontPath Health Coalition, Perrysburg, OH (5)
Hawaii Business Health Council, Honolulu, HI (1)
Health Services Coalition, Las Vegas, NV (1)
Lehigh Valley Business Coalition on Health Care, Bethlehem, PA (22)
Nevada Health Care Coalition, Reno, NV (3)
Pacific Business Group on Health, San Francisco, CA (1)
Piedmont Health Coalition, Burlington, NC (1)
Puget Sound Health Alliance, Seattle, WA (7)
Savannah Business Group on Health, Savannah, GA (1)
Silicon Valley Employers Forum, San Francisco, CA (24)
South Carolina Business Coalition on Health, Greenville, SC (1)
Tri-State Business Group on Health, Newburgh, IN (7)

Fully or Self-insured?

83.3% of respondents – Self-insured

16.7% of respondents – Fully insured



Number of covered lives in the US:

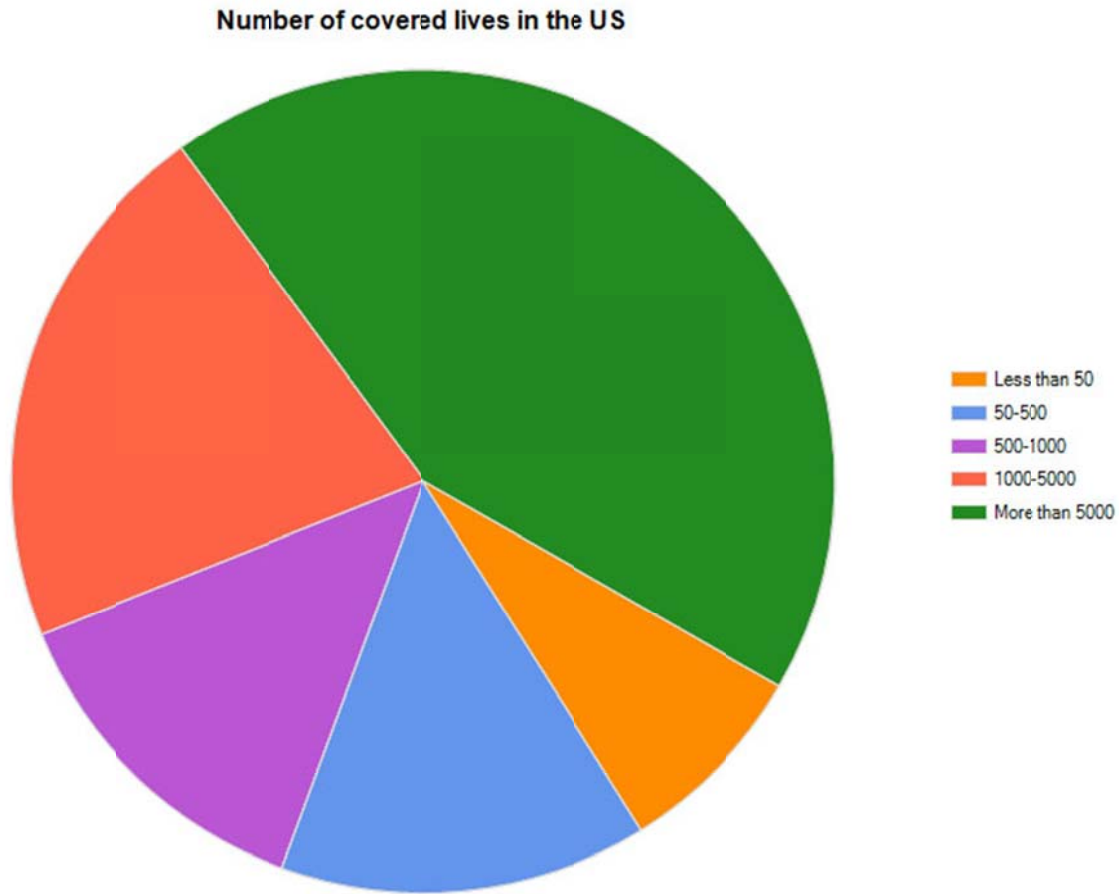
7.8% of respondents – Less than 50

14.4% of respondents – 50-500

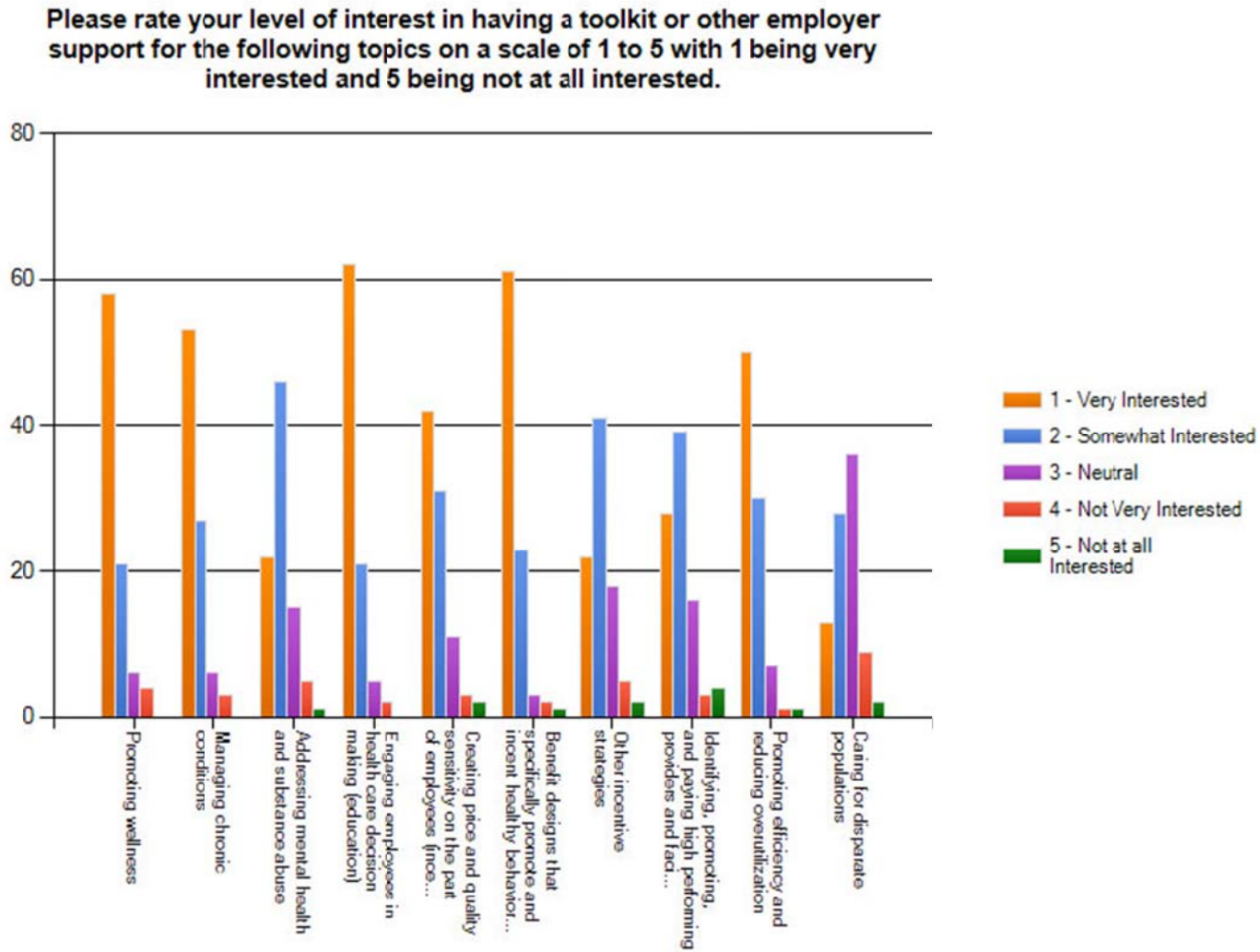
13.3% of respondents – 500-1000

21.1% of respondents – 1000-5000

43.3% of respondents – More than 5000



Please rate your level of interest in having a toolkit or other employer support for the following topics on a scale of 1-5 with 1 being very interested and 5 being not at all interested.



TOP 5 RESPONSES:

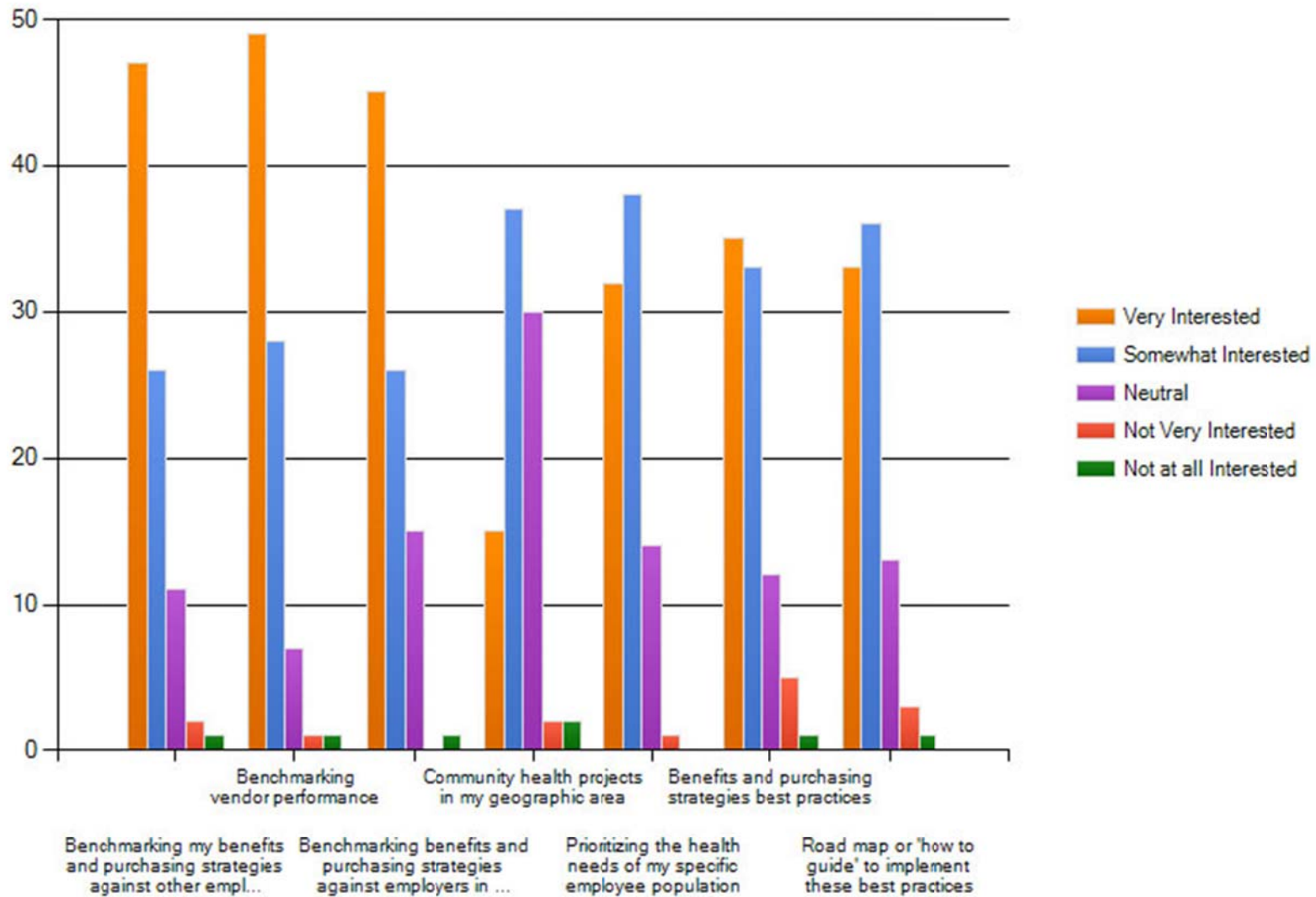
1. **68.9%** of respondents reported being “very interested” in: **Engaging employees in health care decision making (education)**
2. **67.8%** of respondents reported being “very interested” in: **Benefit designs that specifically promote and incent healthy behaviors and motivate employees to comply with care needs (value-based benefit designs)**
3. **65.2%** of respondents reported being “very interested” in: **Promoting wellness**
4. **59.6%** of respondents reported being “very interested” in: **Managing chronic conditions**
5. **56.2%** of respondents reported being “very interested” in: **Promoting efficiency and reducing overutilization**

LEAST POPULAR RESPONSE:

14.8% of respondents reported being “very interested” in: **Caring for disparate populations**

Employers need different kinds of information to help them take action on topics of interest such as the ones listed above. Please rate how valuable the following types of information would be to you. (1=Very interested, 5=Not at all Interested)

Employers need different kinds of information to help them take action on topics of interest such as the ones listed above. Please rate how valuable the following types of information would be to you. (1=Very Interested, 5=Not at all Interested)



TOP 3 RESPONSES:

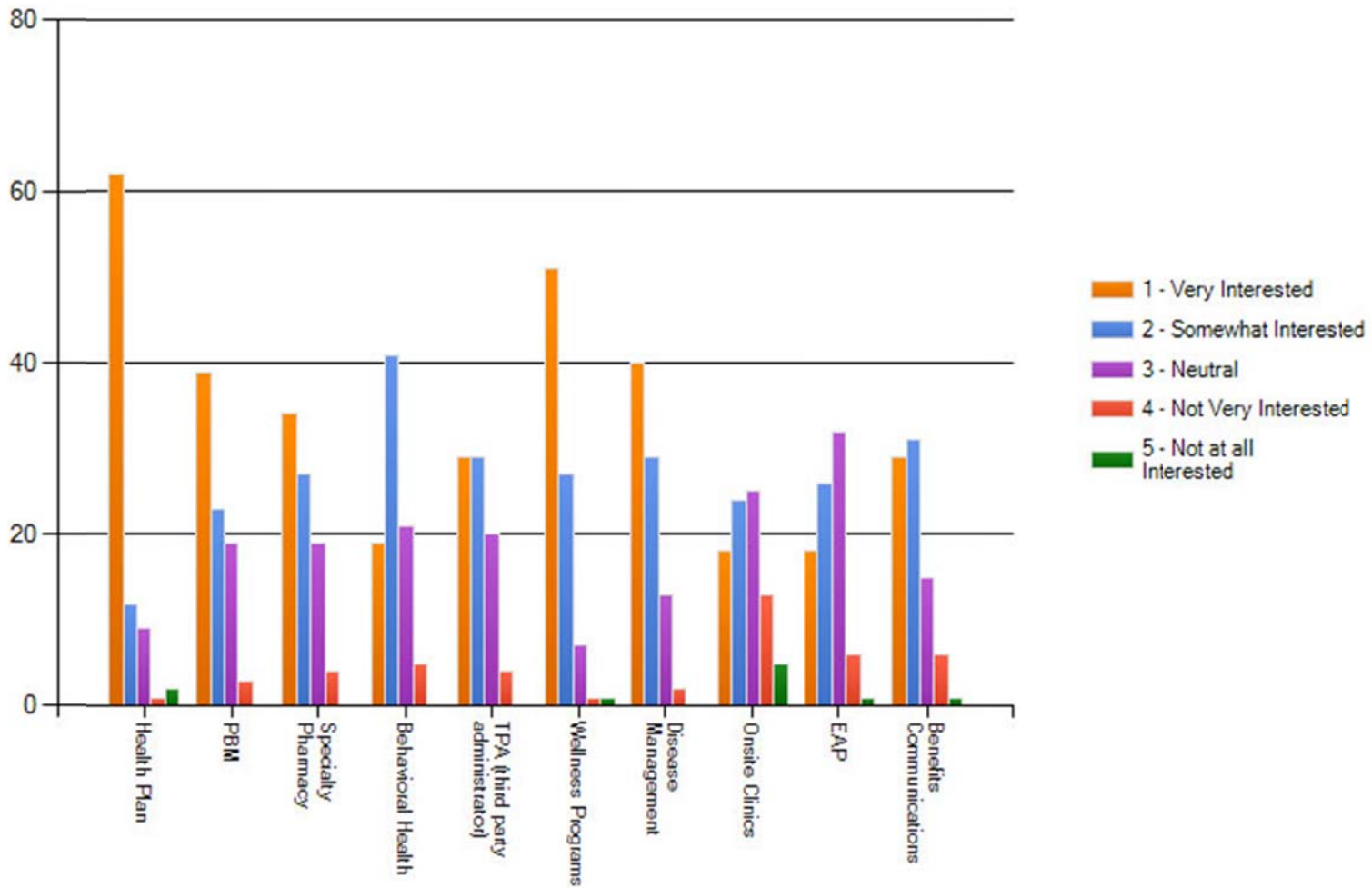
1. **57.0%** of respondents reported being “very interested” in: **Benchmarking vendor performance**
2. **54.0%** of respondents reported being “very interested” in: **Benchmarking my benefits and purchasing strategies against other employers**
3. **51.7%** of respondents reported being “very interested” in: **Benchmarking benefits and purchasing strategies against employers in specific industries**

Least Popular Response:

17.4% of respondents reported being “very interested” in: **Community health projects in my geographic area**

NBCH is creating standardized data collection tools to help employers understand the cost, quality, and services provided by different types of vendors. Which of the following vendors are you most interested in? (1=Very Interested, 5: Not at all Interested)

NBCH is creating standardized data collection tools to help employers understand the cost, quality, and services provided by different types of vendors. Which of the following vendors are you most interested in? (1=Very Interested, 5=Not at all Interested)



TOP 3 RESPONSES:

1. **72.1%** of respondents reported being “very interested” in: **Health Plan**
2. **58.6%** of respondents reported being “very interested” in: **Wellness Programs**
3. **47.6%** of respondents reported being “very interested” in: **Disease Management**

Looking ahead to 2014, how likely is it that you will change your health vendor? (e.g. health plan, PBM, etc) (1=Very Likely 5=Not Likely)

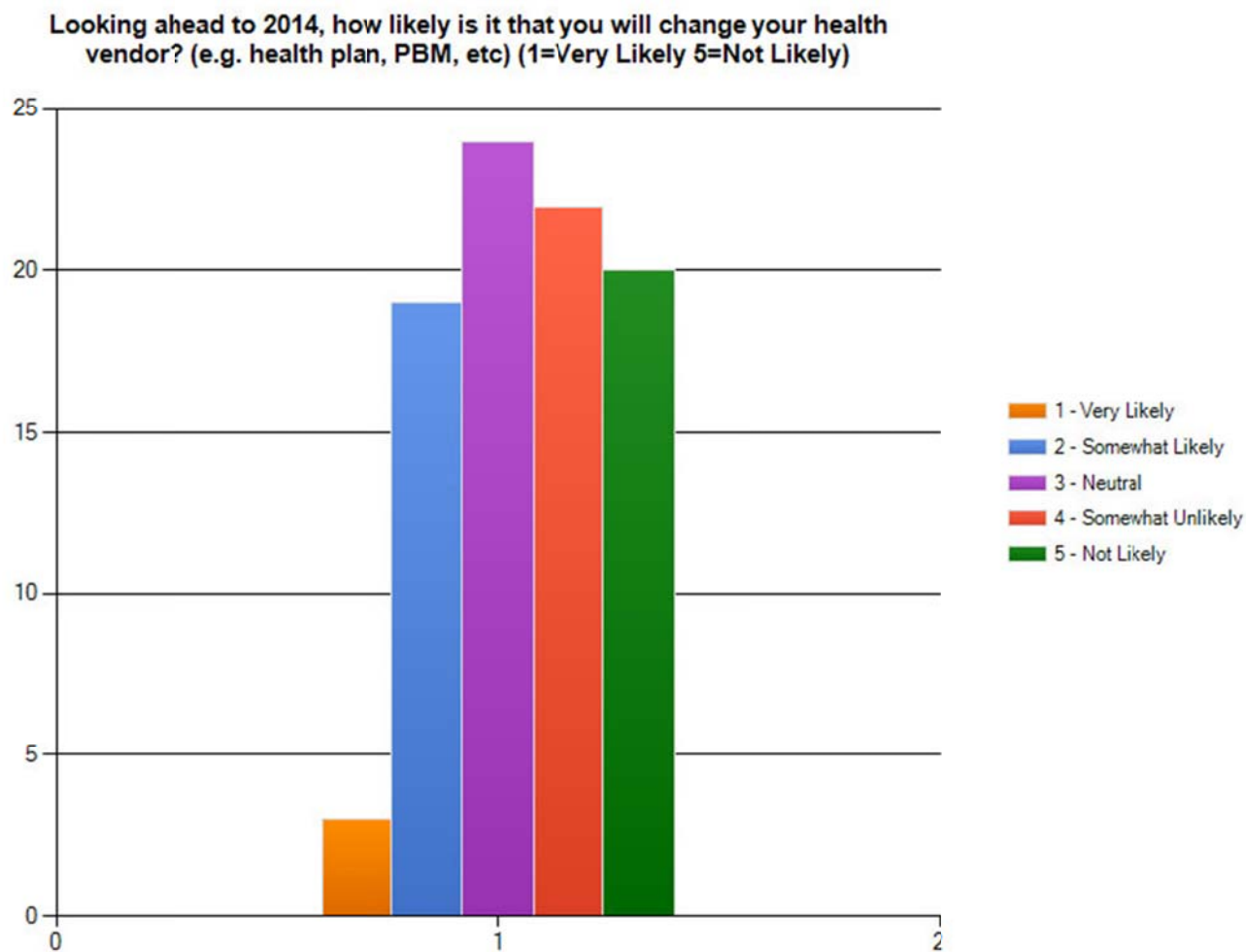
3.4% of respondents reported “Very Likely”

21.6% of respondents reported “Somewhat Likely”

27.3% of respondents reported “Neutral”

25.0% of respondents reported “Somewhat Unlikely”

22.7% of respondents reported “Not Likely”



What are the top 2-3 most substantial changes you have made over past 1-2 years, or are planning to make either for 2013 or 2014 to your benefits?

COMMON RESPONSES:

- Increase employee contributions
- Implementation of wellness programs (incentives)
- Introduction of/move to high deductible plans