Kansas City Collaborative (KC^2): A Value Based Initiative

To improve health benefits and develop a replicable model to assist employers in identifying programs that offer high value, the Mid-America Coalition on Health Care, in collaboration with Pfizer Inc, has launched a two-year pilot program called the Kansas City Collaborative (KC^2). Consisting of 17 Kansas City employers (with a total of 450,000 covered lives), KC^2 uses Value Based Benefits concepts and "real world" principles to help employers improve the health of employees and their families, promote employee wellness, and manage long-term health care costs through sophisticated benefit strategies and health improvement programs.

One of the KC^2 foci is designing and implementing tools and strategies to assist employers in developing a comprehensive method to identify, collect, integrate, measure, and utilize cost and outcomes data from both external and internal sources to better inform health care and benefit decisions.

KC^2 Baseline Tools

Baseline Survey
An online initial survey was sent via electronic mail to representatives from compensation and benefits departments of Kansas City-based employers that expressed initial interest in the project. The survey was designed to assess descriptive details, prevalent conditions, health risk factors, and current barriers to implementing value based benefit (VBB) initiatives. Descriptive data included industry type and geographic distribution, as well as workforce demographics such as employment status, number of covered lives, age, gender, and employee tenure.

Employer Interviews
Face to face interviews were conducted between Mid-America Coalition on Health Care leadership and each of the participating employers to address the following:

Self-assessed current stage in the KC^2 sustainable change data cycle (Figure 1)

Existing corporate culture regarding workforce health and VBB

Corporate readiness to embrace VBB strategies

Perceived barriers to implementing VBB identified from the initial survey

Value proposition for participating in the KC^2 initiative

Data Map
Project staff worked directly with each participating employer to construct a data map (Figure 2) depicting the baseline data sources, directional data flow, vendors and vendor relationships.

Employer Data Tracker
Project staff supported each employer's completion of a baseline assessment of health and productivity metrics using a standardized Employer Data Tracker (EDT) developed by KC^2 partners. The EDT was developed through an iterative process based on a comprehensive literature review and expert consultation with KC^2 Project Directors.

EDT components address the following categories of data:

Workforce Demographics

Benefit Design

Health Risk Appraisal

Health Screening and Biometrics

Disease Management

Medical and Pharmacy Claims

Short- and Long-Term Disability (STD and LTD)

Workers' Compensation

Family Medical Leave (FML)

Absenteeism

Employee Assistance Program (EAP)

Employee Satisfaction

This two-year pilot program will be completed in 2010, with milestones being shared throughout 2009. Learnings from KC^2 will be distributed to other coalitions across the country by the National Business Coalition on Health.
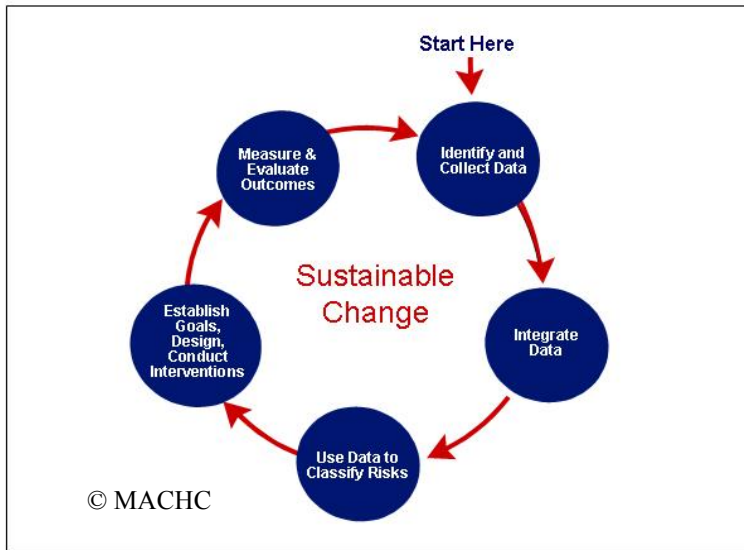
Figure 1: KC² Sustainable Change Data Cycle

Figure 2: Sample Generic Data Map

Source: KC² Project Team