

## INTERVIEW WITH DAVID HOM & CYNDY NAYER

### **Pitney Bowes Shakes Up Health Plan Delivery.**

A two-minute preview of what you'll hear at the **Benefit Management Forum & Expo** in Dallas on September 17-19.



Employers know that price is no guarantee of quality in health care, but many aren't sure what to do about it. Pitney Bowes is among a growing band of firms pushing for greater value from the health care system. David Hom, the company's vice president of human resource strategic initiatives, will join Cyndy Nayer, executive director of the Center for Health Value Innovation, on stage at the conference to share value-based health strategies for employers of any size.

**Q:** In a time of heightened debate about health care, what's your top priority?

**Hom:** Many discussions are happening in the 2008 presidential debates about single-payer and universal access types of systems. What we're driving for is to enhance an incentive system that creates valuable and sustainable change for improved health quality and reduced cost inflation.

**Q:** How can employers influence that system?

**Nayer:** Employers are paying so much of the freight for health care. They need to create incentives that drive behaviors that are valuable to their organization. Value-based design identifies the most appropriate levers for them to get a return on investment.

**Q:** There is a national agenda for personal health records. Will you address this in your session?

**Hom:** I will talk about the use of technology as a way for employers to manage the cost of care. The electronic medical record and the personal health record are levers in that effort. Having better clinical information gives the employer a better view of how people are using health care services.

**Nayer:** It can also help improve patient adherence to treatment and overall quality of care. Employers are experimenting with how to wrap provider networks into this effort. If the clinicians and health plans aren't on board, it won't work.

To learn more, please join us at the **20th Annual Benefits Management Forum & Expo**, September 16-18, 2007 in Dallas, Texas. Attendees will receive a free copy of *BeneFIT Design: Seven Steps to Value-Based Health Benefit Decisions*, by David Hom and Jack Mahoney, M.D. [REGISTER TODAY!](#)