

New Location for
Anchorage Coalition
Health Center, p. 3.

Virtual Physical
Therapy is Here, p. 4.

Proven Health Care Cost Reduction Through Strength in Numbers



PROTECT YOUR PERSONAL INFORMATION ONLINE

A record number of data breaches occurred in 2021, according to the Identity Theft Resource Center. From big players like Facebook to local businesses, no one is immune. When your personal or financial information has been revealed in a breach, the consequences can be devastating.

The PHC recognizes that there are member plans which want to communicate with their plan participants about how to protect their personal and financial information. Here are some helpful talking points:

What is Identity theft?

Identity theft is the use of your personal or financial information without your permission. Your credit card or bank account numbers, Social Security or medical insurance account numbers can be used to make purchases, apply for new credit cards in your name, steal your tax refunds, and even claim to be you if they are arrested. This can

damage your credit rating, your reputation, even your ability to get a job or travel.

How can I prevent identity theft?

- Protect documents that have personal information. Keep your financial records, Social Security, Medicare, and health insurance cards in a safe place.
- Ask questions before giving out your Social Security number: Why do you need it? How will you protect it? Is there another form of identification that can be used?
- Never respond to emails, text messages or phone calls that require you to provide personal information such as your Social Security Number, or that ask you to click on an unfamiliar link.
- Monitor your bills and payments for unfamiliar purchases on your credit cards or activity on your bank account statements.
- Check and lock your credit rating with the credit rating agencies.

What is a credit lock and how do I do it?

A credit lock, also called a security lock, prevents anyone from accessing your credit report or using it to get a credit score. Because this is typically one of the first steps in processing a loan or credit application, a credit lock can prevent fraudsters from opening new accounts or borrowing money in your name.

Consider locking your credit files with the major credit bureaus to limit access to your credit reports and make them unavailable for establishing new credit in your name. When you want to apply for credit, you can temporarily remove the security lock:

- Equifax: equifax.com
- Experian: experianplc.com
- Innovis: Innovis.com/personal/securityFreeze
- TransUnion: transunion.com

Learn more about identity theft and how to prevent it from the [Federal Trade Commission](https://www.ftc.gov). □

HOW COMMUNITY OUTREACH STRENGTHENS THE COALITION

A conversation with Fred Brown, executive director

One of the objectives Fred Brown and the PHC leadership agreed on when he became executive director in 2009 was increasing Coalition membership. That has happened; from 16 member plans that year, the Coalition has grown to include more than 48 member plans in seven states. Tireless outreach by Fred, member representatives Pat Shier, Jeff Owen and Randy Scott (who retired in 2020), the Coalition's leadership, and individual member plans have all played a role in that growth. In this article, Fred talks about ongoing outreach efforts.

Answers have been condensed for brevity and clarity.

Q: What types of groups have you, Pat and Jeff been speaking with recently? How did COVID-19 precautions change your outreach?

A: During our COVID-19 hibernation, face-to-face meetings fell off, obviously. But virtual meetings using Zoom and Microsoft Teams meant we could do more with less travel. That made it easier, for example, to meet with groups in Colorado.

That said, we all missed the face-to-face meetings. Things just seem to come up more naturally in conversation when you have a group around a table in the same room. Many of the groups we speak to represent labor. Recent examples include the University of Alaska and the Washington State Building & Construction Trades Council. We also speak with civic groups, like Rotary Clubs and various Chambers of Commerce. And of course, we appreciate the opportunity to meet with the boards of trustees of our current member plans.

Why does it make sense to speak to civic groups?

The need for access to high-quality, well-priced health care is universal. In Alaska, for example, recent efforts to establish either a state Health Care Authority or an All-Payer Claims database concerns a number of organizations and employers, not just labor. Overall, there is public interest about what strategies are being used to bring down healthcare costs. It is in the interest of the PHC to share what we are doing to help in that effort.

What questions do you get at these presentations?

Mostly nuts-and-bolts questions: How does the Coalition work? How do you join? What does it cost? At the University of Alaska, people were interested in knowing more about the Coalition Health Centers.

You are retiring at the end of 2022, what would you like to accomplish in your last year?

I would like to build on our successes in expanding the membership, something that has been challenging during the pandemic. I'm also looking forward to the return of in-person events in 2022. While we will continue to offer the option to virtually participate in our Business Meetings, we are excited to hold our Annual Meeting in March and the Annual Education Session in September in person. We'll be hosting the PHC/ National CooperativeRx reception again this fall during the IFEBP conference in Las Vegas, which is always a good opportunity to connect. And if any member plan would like a customized presentation for their board of trustees, they can always get in touch with me at (907) 378-0343 or fred.brown@PHCoalition.org. □

IN-PERSON HEALTH FAIRS TO RETURN IN 2022!

One of the Coalition's most-valued services—the annual Health Fairs—will again be held in person in several locations throughout Washington and Alaska in 2022.

“We're figuring out the details of dates and venues and will make

those announcements as soon as we have them,” said Pat Shier, Alaska member representative. “For now, we're thrilled to be making progress toward a return to normal operations. Stay tuned!” □



The new location of the Coalition Health Center in midtown Anchorage is a nod to the growth on the city’s south side and to the clinic’s growing popularity. It features an expanded waiting room, more exam rooms, and an updated procedures room.

Over time, the CHCs in both Anchorage and Fairbanks have become vital primary care clinics for individuals covered by Coalition member plans. Management of chronic conditions from diabetes and hypertension to depression and anxiety is now the focus of much of the care

delivered by the CHCs. “Individuals appreciate the quality, cost-effectiveness and consistency of care we deliver,” said Rachel Lawler, vice president, Near Site Clinics, for Beacon Health, which operates the clinics. “The member plans benefit because we are able to keep their members healthy with fewer costly referrals to specialists.”

The Anchorage CHC averaged close to 900 visits a month from January through September 2021 and has returned to its extended office hours and walk-in visits.

Anchorage Coalition Health Center

NEW LOCATION:

701 East Tudor Road
Phone: (907) 264-1370

Website:

<https://coalitionhealthcenter.com/>

Hours:

By Appointment

Mon – Fri: 7:30 a.m. – 6:30 p.m.

Walk-in Appointments

Mon – Fri: 8:30 a.m. – 4:30 p.m.

The PHC continues to discuss plans to add a Coalition Health Center in the Mat-Su valley. Stay tuned for more information as those discussions develop. □

2022 Meeting Calendar

NATIONAL COOPERATIVERX AND THE PHC ANNUAL MEETING:

March 15-16, 2022

Hotel Captain Cook
Anchorage, Alaska

Reception:

March 15 starts at 6:00 p.m.

Annual Meeting:

March 16 starts at 8:00 a.m.

NATIONAL COOPERATIVERX AND THE PHC ANNUAL EDUCATION SESSION:

September 22, 2022

Seattle

Time and location to be announced

2022 QUARTERLY BUSINESS MEETINGS:

March 16

Anchorage
After the Annual Meeting

June 8

Anchorage

September 22

Seattle
After the Annual Education Session

November 16

Anchorage

The PHC Business Meetings will be held in person following applicable COVID-19 protocols and by videoconference through Microsoft Teams. Invitations and meeting materials will be distributed via email in advance of the meeting date, including instructions about how to attend

virtually. If you have more questions about how to attend by videoconference, please contact Fred Brown or Pat Shier at info@phcoalition.org or (888) 474-4226.

SAVE THE DATE



INTERNATIONAL FOUNDATION OF EMPLOYEE BENEFITS PLANS (IFEBP)

68TH ANNUAL EMPLOYEE BENEFITS CONFERENCE

October 23-26, 2022

The PHC/National CooperativeRx Reception – Evening of Monday October 24

Mandalay Bay, Las Vegas, NV □

3000 A Street, Suite 300
Anchorage, AK 99503

**READ ABOUT
THE POWER OF COMMUNITY
OUTREACH, P. 2.**

Since 1994, the Pacific Health Coalition (aka HCCMCA) has been helping member health plans control health care costs by negotiating better pricing on health benefits and services than these same plans could achieve on their own. Currently, there are more than 48 health plans participating throughout the United States.

Transcarent and BridgeHealth Deliver Results and Expanded Services

BridgeHealth and its parent, Transcarent, continue to deliver high-quality, innovative care to participating PHC member plans.

A leader in value-based surgery management, BridgeHealth facilitates surgical care that delivers quality outcomes and cost savings for member plans and for their participants. For the PHC member plans that use BridgeHealth, the 120 surgeries performed during the 2021 calendar year realized \$2.8 million in estimated net savings.

Nationwide, orthopedic procedures have been the most common, followed by general surgery and women’s health procedures. In the states where the PHC has member plans, BridgeHealth has achieved average savings per case of:

• Alaska	\$24,448
• Colorado	\$13,137
• Idaho	\$10,504
• Montana	\$7,373
• Nevada	\$10,143
• Oregon	\$11,707
• Washington	\$16,532

Virtual Physical Therapy from Transcarent

Physical therapy has moved from hands-on to virtual with Transcarent’s new Virtual Physical Therapy product. Instead of going to a clinic, patients can work from home with a trained physical therapist.

Transcarent Regional Vice President Sarah Brown listed the product’s benefits in her presentation at the Coalition’s September 2021 membership

meeting. “Not only has virtual PT been proven to out-perform in-person care, it also delivers measurable quality data,” she said. “The convenience of in-home care delivered on the member’s terms is another benefit.”

The Transcarent product relies on trained, credentialed physical therapists to diagnose, educate and coach people to better health. It relies on sensor-based technology to deliver real-time feedback that is more accurate than the human eye. The technology is used to treat all major joints for chronic pain and surgical support.

Learn more about BridgeHealth and Transcarent services on the Coalition’s website at <https://phcoalition.org/programs/surgery-benefit/>. □