

October 12, 2009

To: President Barack Obama
Secretary Kathleen Sebelius
Director Nancy-Ann DeParle
Senator Charles Grassley
Senator Tom Harkin

Congressman Leonard Boswell
Congressman Bruce Braley
Congressman Steve King
Congressman Tom Latham
Congressman Dave Loebsack

CC: Iowa Governor Chet Culver
Iowa Department of Human Services Director Charles Krogmeier
Iowa Department of Public Health Director Tom Newton
Iowa Department of Inspections and Appeals Director Dean Lerner
Iowa State Legislative Leadership

As federal policymakers continue their important work on health care reform, their challenges are great. Americans want reform legislation that controls unsustainable cost growth, improves health outcomes and provides access to timely and appropriate care for all. We believe that as policymakers work towards these goals, their primary focus should be improving the value in health care. To help inform their deliberations, the Iowa Committee for Value in Healthcare¹ offers you the following report: "Value in Health Care: Principles for Reform." The committee is comprised of care providers, purchasers, payers, patient advocates and policy analysts, and it is formed by the University of Iowa College of Public Health, the Iowa Healthcare Collaborative, and The Concord Coalition, a nonpartisan grassroots organization that advocates fiscal responsibility.

In this report, the Iowa committee expands upon the five key principles for value-based reform that it identified earlier this year:²

- Achieve fiscal sustainability through high-value care.
- Innovate through collaboration.
- Expand the role of primary care.
- Increase wellness and prevention.
- Promote individual involvement in obtaining high-value care.

The report includes additional information about each of these principles as well as illustrative examples of how Iowa provides high-value care to its residents. These examples are relevant to the national reform debate because Iowa's health care system has been recognized in the past, and just last week was again ranked second among all states for access, equity, healthy lives, avoidable hospitalizations and prevention.³

¹Please see the Iowa Committee for Value in Healthcare Participation Roster (attached). Participants of the Iowa Committee for Value in Healthcare joined together to discuss health reform because of the importance they attach to achieving value-based health care reform, given their experiences creating a valuable health care system in Iowa. The —Principles for Value-Based Health Care Reform¹ offered here reflect and summarize the ideas expressed in our Committee meetings but do not necessarily reflect the views of each individual participant or the organizations with which they are affiliated.

² http://www.concordcoalition.org/files/uploaded_for_nodes/docs/090727-ICVH-doc.pdf

³ <http://www.commonwealthfund.org/Content/Publications/Fund-Reports/2009/Oct/2009-State-Scorecard.aspx>

We do not claim to have all of the answers but we believe that focusing on value in the health care system can be a guiding principle to address to multiple goals of cost-containment, quality outcomes and increased access. We also believe that policymakers, interest groups, and health care stakeholders must commit to working together and sacrificing together to achieve an improved system.

This report is not intended to be as definitive as it is descriptive. We trust you will find it useful.

Sincerely,



Christopher G. Atchison
College of Public Health
University of Iowa



Thomas C. Evans, MD
President
Iowa Healthcare Collaborative



Sara Imhof, PhD
The Concord Coalition
Midwest Regional Director

Participation Roster

The Iowa College of Public Health, the Iowa Healthcare Collaborative and The Concord Coalition convened two public meetings at which national and local experts discussed ideas for national health reform, with a focus on the fiscal challenges associated with the system and the importance of increasing the value of dollars spent. Participants met for a third time to summarize key concepts and to obtain advice and input from committee participants for the drafting of the “Value in Health Care; Principles for Reform” document.

April 2, 2009: Health Care Financing and Reform

Karin Peterson -- Pella Corporation
John Aschenbrenner -- Principal Financial
Chris Atchison – UI College of Public Health
John Brooks – UI College of Pharmacy
Lisa Charnitz – SPHR, Iowa State SHRM Council
Stacey Cyphert – UI Health Care
Bery Engebretsen – Primary Health Care, Inc.
Tom Evans – Iowa Healthcare Collaborative
Eugene Gessow – Iowa Department of Human Services
Sara Imhof – The Concord Coalition
Brian Kaskie – UI College of Public Health

Mike Kitchell – Iowa Medical Society and McFarland Clinic PC
Bruce Koepl – AARP-Iowa
Eric Kohlsdorf – Iowa Association of Health Underwriters and Prisma LLC
Tom Newton – Iowa Department of Public Health
Kirk Norris – Iowa Hospital Association
Ronald R. Reed – Mercy Hospital Iowa City
Peter Roberts – Wellmark
Elliott Smith – Iowa Business Council
Karon Perlowski – Child and Family Policy Center

May 28, 2009: Value in Health Care: Lessons Learned in Iowa

William Applegate -- Des Moines University
John Aschenbrenner, Principal Financial
Chris Atchison – UI College of Public Health
Greg Boattenhamer – Iowa Hospital Association
John Brooks – UI College of Pharmacy
Anthony Carroll – AARP- Iowa
Stacey Cyphert – UI Health Care
Bery Engebretsen – Primary Health Care, Inc.
Tom Evans – Iowa Healthcare Collaborative
Carrie Fitzgerald – Child and Family Policy Center
Sara Imhof – The Concord Coalition

Brian Kaskie – UI College of Public Health
Mike Kitchell – Iowa Medical Society and McFarland Clinic PC
Eric Kohlsdorf – Iowa Association of Health Underwriters and Prisma LLC
Dan Kueter – UnitedHealth Illinois and Iowa
Bill Leaver – Iowa Health System
Karin Peterson – Pella Corporation
Ronald R. Reed – Mercy Hospital Iowa City
Elliott Smith – Iowa Business Council

July 10, 2009: Principles derived from the “Iowa Experiences” to Guide National Reform

William Applegate -- Des Moines University
Chris Atchison – UI College of Public Health
John Brooks – UI College of Pharmacy
Anthony Carroll – AARP- Iowa
Lisa Charnitz – SPHR, Iowa State SHRM Council
Bery Engebretsen – Primary Health Care, Inc.
Tom Evans – Iowa Healthcare Collaborative
Carrie Fitzgerald – Child and Family Policy Center
Dawn Gentsch – Iowa Public Health Association
Sara Imhof – The Concord Coalition
Brian Kaskie – UI College of Public Health

Mike Kitchell – Iowa Medical Society and McFarland Clinic PC
Eric Kohlsdorf – Iowa Association of Health Underwriters and Prisma LLC
Rick Miller – Wellmark
Tom Newton – Iowa Department of Public Health
Karin Peterson – Pella Corporation
Ronald R. Reed – Mercy Hospital Iowa City
Elliott Smith – Iowa Business Council
Shannon Strickler – Iowa Hospital Association
Jennifer Vermeer – Iowa Medicaid Enterprise