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Ideas That Work

- Improve the quality and access of health care throughout the community.
 - The Buyers' Health Care Action Group in Minnesota is working to implement the *Bridges to Excellence*® program that provides incentives for improving care for both patients and practitioners. This type of initiative raises the bar for evidence-based treatment compliance across the health care provider community.⁵³
 - The Maine Health Management Coalition works with 28 local health agencies to share information and connect local physicians and practices to patients who are seeking community support resources for chronic illness management. The coalition reinforces the initiative with measurement and public reporting as well as payment incentives.⁵⁴
 - The Health Services Coalition of Nevada works with the state health department task force to create a registry for providing access to immunizations for adults and children. The coalition seeks to purchase vaccines at a lower price and offer them to providers for members who may not have health care coverage.⁵⁵
 - Coalitions that participate in the National Business Coalition on Health's eValue8 program can access performance scorecards on health plans outside their market area for benchmarking and best practice identification and learning.
- Conduct coalition/community-health roundtables that aim to identify pertinent business/community health issues that can be addressed in a collaborative fashion.
- Coalitions sponsor community health days (e.g., at a shopping mall) that highlight not-for-profit health-related groups, wellness vendors, and hospitals.
- Address broader health issues that affect the community at large.
 - The Employers' Health Coalition of Arkansas and public health departments collaborate on water fluoridation and adult preventive health services.^{56,57}
- Improve community venues that encourage physical activity.
 - The Bicycle Transportation Alliance works with employers in Oregon and Washington to build and promote biking trails.⁵⁸

Mid-America Coalition on Health Care (MACHC)

Building a Healthier Heartland

Coalition Theme

- Decreasing the rate of obesity in the population in the Kansas City region.

Program Goals

- Develop partnership with all stakeholders with common goal to demonstrate health improvements over time.
- Implement policies and practices to support health improvement in the community.

Program Components

- A multi-sectoral collaboration that builds on the strengths of public and private stakeholders from varying industries and areas of interest.
- Driving systems, policy, and environmental changes.
- An approach that blends mobilizing grass roots efforts with strong community leadership.
- Aligns the existing work of coalitions and networks to promote sharing of resources and lessons learned.
- Builds consistent branding, messaging, and support for healthy lifestyles across multiple settings.

Program Highlights

- Secured leadership support from key community stakeholders and commitment from more than 80 community stakeholders at successful kick off meeting.
- Launched strategic planning process.
- Submitted coordinated grant application(s) ARRA for funding for project initiatives.

"Improving the health of the community makes good business sense in economic terms. Joint employer initiatives to address the health of the community align with business goals for a healthy and productive workforce as well as being a good corporate citizen."

*Douglas Henley, MD, executive VP and CEO
American Academy of Family Physicians,
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