

Population Health Impact Institute

Need for Transparency in Measuring Outcomes of Defined Population Health Management Programs Prompts Official Launch of New Institute

October 22, 2004 – Cincinnati, Ohio. Today marks the official launch of the Population Health Impact Institute (PHII), a non-profit organization designed to promote independent, accurate, and credible evaluation of the *outcomes* of defined population health programs (e.g. disease management) and the impact *methodologies* (e.g., ROI) used to determine their value. Such information will make it easier for the market to make *evidence-based* resource allocations and *evidence-based* program development and procurement decisions.

It's founder, Thomas Wilson, PhD, DrPH, a well-known epidemiologist in the disease management arena, states that "Since our presentation at the Disease Management Congress in Boston one month ago, the need for such a service has been made very clear. The marketplace – especially the government and employer sectors -- is demanding valid, credible, and transparent comparisons of health intervention programs on defined populations and the methods used to evaluate them."

PHII's mission is *to strive for* transparent, conflict-free, evidence-based evaluation and comparison of results of different impact methods and different defined population health programs. The purpose of the Institute is to enable buyers, sellers, and users of such programs to make more objective, reliable and comparable program assessments, thereby improving the quality and effectiveness of health care purchasing and resource allocation decisions. Such objective and authoritative information is essential for the operation of an efficient marketplace for interventions designed to improve population health.

The mission of the Institute will be accomplished by using consensus-based measurement principles approved by an independent, nationally recognized Board of Directors advised by special purpose panel(s) of individuals with nationally recognized expertise who agree to the high standards set by the Institute. These individuals will possess the academic, scientific, business and evaluation qualifications required to assure the market place that the findings of the Institute meet the highest standards of credibility and reliability within the current state of the art and practice of population health management and outcomes evaluation.

The charter members of the advisory board are:

- Thomas Wilson, PhD, DrPH, Founder & Board Chair, *Epidemiologist, Trajectory Healthcare, LLC*
- Robert M. Day, PhD, *Director, Health Planning & Finance Team, Office of the Governor, Kansas*
- Ian Duncan, FSA, MAAA, *Actuary, Lotter Actuarial Partners*
- Jeffery Guterman, MD, MS *Senior Medical Director, LA County Department of Health and Professor of Medicine, David Geffen School of Medicine, UCLA*
- Gary Montrose, *PHII Co-founder and population health business advisor.*
- Ariel Linden, DrPH, *Health Services Researcher, Linden Consulting Group*
- Maureen Connors Potter, *Executive Director, Disease-Specific Care Certification, Joint Commission Accreditation Healthcare Organizations*
- Alex Rodriguez, MD, *Chief Medical Officer, Magellan Health Services, Inc.*
- Patricia Salber, MD, *Chief Medical Officer, Center for Practical Healthcare Reform.*

The following offerings will be made available to the healthcare governmental and commercial market by the Impact Institute:

Methodology Crash Tests™: Benchmarked scoring of impact methodological procedures and outcomes used in defined population health management programs, using Board approved measurement parameters. "Methods-to-methods"

Program Crash Tests™: Benchmarked scoring of outcomes of *different* defined population health management programs using the *same* impact methodology. "Programs-to-programs"

Benchmark Publications: Reports of all crash test results will be published in official Institute Benchmark Reports (including named and unnamed company findings) on *all* Crash Tests performed, along with *scoring* of programs and evaluation studies submitted by other organizations for review by the Institute.

Results and reports are expected to be made available to subscribers and members of the Institute, with publications in peer reviewed journals to follow.

Contact:

Thomas Wilson, PhD, DrPH
Founder and Board Chair
Population Health Impact Institute
10663 Loveland-Madeira Rd. #210-B
Loveland, Ohio 45140
Tel: 866-887-2219
twilson@impactinstitute.org