



Press Release

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Population Health Impact Institute (PHII) to Present Comparative Effectiveness Workshop for Employer-based Health Programs at the 9th Annual Institute for Health and Productivity Management (IHPM) Conference

LOVELAND, OH / March 26, 2009 / Insurance Net – PHII will present a workshop on April 8th on “Comparative Effectiveness: The New Evaluation Paradigm for Employer Value-Based Health Care.” It is part of IHPM’s 9th Annual International Health & Productivity Conference, April 6-8th in Orlando and will be preceded by two days of sessions on Improving Health through Lifestyle Behavior Change -- Sharpening the Focus on Behavioral Health Issues, Value-Based Health, and Population Health Management.

Comparative Effectiveness Research (CER)” is the hot new buzz term in health policy discussions in Washington DC. CER “experts” will be charged to “separate the wheat from the chaff” in government-run health programs. Laudable goal, perhaps; but it is very controversial. Will the results be definitive? What is the impact on the private sector? Will the concept filter down to employer-based health plans?

Sean Sullivan, President of IHPM, said “IHPM welcomes the opportunity for PHII to return to the site of its launch five years ago when it featured Dr. Tom Wilson, presenting the idea of ‘transparency’ in the calculation of results. We have long believed that methods used to justify the benefits of health and productivity programs must be transparent to the employer. Now it is even more important. In these difficult economic times, employers must be able to make a fair comparison between the effectiveness of alternative programs -- --it is essential that the methods used are not locked up in a black box.”

Dr. Thomas Wilson, workshop leader and chairman of PHII, noted that “the workshop will teach you how to open the ‘black box’ of unrevealed and differing evaluation methods. The Methods Evaluation Process (MEP_{TM}) standards, developed over the course of a year by PHII with the participation of a group of experts , will act as a framework. These standards are practical, understandable and easily applied to different kinds of health management programs. They will help participants determine what methods should be transparent in comparative effectiveness assessments of workplace programs.”

As a preview of what to expect, you can read the article [*The Transparency Movement*](#) in IHPM's *Health & Productivity Management* magazine (Vol . 4, No. 3) and read about the MEP Principles at www.phiinstitute.org.

To register for this conference and the workshop, please email info@PHIinstitute.org or deborah@ihpm.org. Friends of PHII are eligible to attend the IHPM conference at the discounted IHPM member rate of \$595.

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PHII is a 501c3 non-profit organization with the mission is to promote credible, transparent, standardized, and replicable evaluations of the impact of defined population health management programs for public and private sector organizations through education, research and benchmarking services. See: www.PHIinstitute.org

IHPM is a non-profit corporation created to document and promote the vital relationship of employee health to workplace productivity and, thereby, to corporate performance. The Institute's vision is to make employee health a sound business investment for corporate success. This will create greater value for employers by providing a higher return on dollars spent for health and health care. See: www.ihpm.org.