



April 6, 2007

To: All Interested Iowans

Subject: Iowa Community Leader for Value-Driven Health Care

On March 9, 2007, the Secretary of the U.S. Department of Health and Human Services, Mike Leavitt, recognized the Health Policy Corporation of Iowa (HPCI) and the Iowa Health Buyers Alliance (IHBA) as Community Leaders for Iowa. We are honored with this designation and mindful of our responsibilities. Thus, we are reaching out to you now through this initial letter. Your suggestions, involvement and support of this effort are important.

As Iowa Community Leaders, we are committed to advancing collaboration in the Iowa community to support the four cornerstones of value-driven health care:

- 1) Interoperable health information,
- 2) Transparency of quality information,
- 3) Transparency of price information, and
- 4) The use of incentives to promote high-quality and cost-effective care.

We will also help lead an effort to explore the formation of a Value Exchange Organization for Iowa.

Taking on this responsibility, we join the Department of Health and Human Services (HHS) and others in the belief that achieving lasting improvements in health care requires a critical mass of support from community stakeholders— including health care providers, health plans, employers and other purchasers, and consumers – investing their time and resources toward shared, meaningful, actionable goals.

We request your suggestions, involvement, and support as we move forward together with these efforts. As Community Leaders, in the near term we will be:

- Holding discussions with key Iowa stakeholders (health care providers, health plans, employers and other purchasers, and consumer groups).
- Working with HHS and others to pursue a Value Exchange Organization in Iowa. We understand HHS will select qualified regional collaborative groups to be Value Exchanges who will work to improve quality and value in health care by assessing the performance of local providers and reporting these findings publicly.

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In such collaboratives, local physicians, nurses, hospitals and other health care providers are working with health plans, employers, unions, and other health care purchasers to achieve reliable public reporting on quality and cost of care. They will focus on quality improvement and provide public reports on the performance of providers in the area using nationally-recognized standards to measure and improve care in their local areas.

We plan to convene all interested Iowa stakeholders to unify our collective efforts to achieve value-driven health care in Iowa. In this regard, a statewide informational meeting with HHS is planned on value-driven health care and exploring the formation of an Iowa Value Exchange Organization.

- Nurturing involvement of the Iowa provider community. We believe success in Iowa will hinge on building upon current provider efforts, and we will continue to explore ways to work closely with Iowa providers.

Thank you for your interest in this important initiative. Please feel free to contact one of us or the HPCI/IHBA office should you have questions, suggestions or would like more information about this new effort to improve quality and value in health care.

Sincerely,

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