

PRESIDENT'S MESSAGE

It was a beautiful day to play golf on May 19th at The National Golf Club of Kansas City. Thank you to everyone who played in the tournament this year—we hope you enjoyed the event! I would also like to extend a special thanks to the event sponsors — your continued support is vitally important to this and future tournaments. This year, our sponsors were:

Humana: Silver Sponsor

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Preferred Health Professionals:

Hole Sponsor

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Please plan to join us for the 2014 Seminar on June 18th at the Ritz Charles. Stacy Wells and Denise Lambert have done a great job planning the seminar and have secured great speakers this year. Attending the seminar gives you the opportunity to earn continuing education

credits in both Kansas and Missouri, learn about relevant industry related topics, and a great opportunity to network with friends and colleagues. We hope to see all of you there.

The Board will begin planning our holiday event very soon. If you are interested in speaking or if you have any specific requests that we should take into consideration in the planning of the event this year, please feel free to contact me directly at andie.dowell@healthyfit.com.

Andie Dowell



In early April, we launched a new Twitter account under the Twitter handle

@KCEBPA.

Please follow us for updates on upcoming events and other important items.

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Telehealth: Transforming Delivery Models in a New Era of Healthcare

by Lauren Schultz, Legislative Chair

Innovative cost cutting strategies have been at the forefront of the healthcare marketplace for the past several years. The development of high deductible health plans, emergence of urgent care and minute clinic facilities, scrutiny of physician and facility reimbursements, and demand for cost of service transparency are just a few of the many trends generating buzz around ways to reduce our nation's spend on healthcare.

One of the more recent and most popular new entrants in this space is the concept of telemedicine or telehealth. According to the U.S. Department of Health and Human Services (HHS) Health Resources and Services Administration (HRSA), telehealth is the use of electronic information and telecommunications technologies to support long-distance clinical health care, patient and professional health-related education, public health and health administration.

In a society where new knowledge and technologies are being developed constantly, our historic home and community-based healthcare system leaves an immense amount of exposure for widening disparity between those who have access to new knowledge and expertise and those who do not.

The threat and growing awareness of this access disparity, particularly in rural communities, is a primary driver for the growth potential that has been identified

in this niche market of telehealth services. However, geographic delivery constraints are not the only driver of demand for this model.

Rising emergency room and urgent care visit copayments and long wait times for primary care physician appointments are also creating opportunity for telehealth providers. By providing patients access to healthcare in a relatively on-demand fashion can help consumers expedite the process of accessing care in emergency situations as well as facilitating more effective and efficient chronic disease management.

Use of technologies for chronic disease care management has been associated with reductions in hospitalizations, readmissions, lengths of stay, and overall out-of-pocket costs for individuals that would not otherwise access regular care or monitoring. (The Role of Telehealth in an Evolving Healthcare Environment)

While there are many challenges to overcome when considering a telehealth approach to disease management and care triage, the benefits should not be ignored. Many players have entered this market including Teledoc, E-Telmed, and MDLive to name a few; and with the growing prevalence and access to electronic medical records in mainstream practice, it can be assumed that the list of competitors in this space will only continue to grow.

Coming Soon! EBPA's Annual Benefits Seminar

by Stacy Wells, Seminar Chair

In fact it's right around the corner! Register online now at www.ebpa-kc.org for the seminar on **Thursday, June 19th** at the Ritz Charles. The cost is only \$95.00 for EBPA members and \$130.00 for non-members, and you will earn five continuing education credits, including Ethics. All credits are approved in Kansas and only the Ethics credit is still pending in Missouri. Check in and a hearty breakfast will begin at 7:30 am, lunch will be served at 11:50 am and the seminar will conclude at 1:15 pm.

The topic of the seminar is *Employee Consumerism: Tools for Savings*. These are uncertain times for all Americans when it comes to healthcare. Health spending is expected to grow from last year's 17.9 percent of gross domestic product to 19.9 percent, or one-fifth of the country's economy, by 2022. The Affordable Care Act has brought the healthcare industry to the forefront of the nation's attention and more Americans are asking themselves, "What can I do?"

What can we do as individuals to help control the cost of healthcare? Learn more about what employers can do to foster employee engagement and some of the tools available to help employees make financially sound healthcare choices. We will take a look at some of the growing trends available for helping employers and employees take control of their spending on healthcare. You will hear from:

- Karrie Andes, SPHR, CBP, Sr. Benefit Manager for PGI. During our first hour Karrie will discuss methods for communicating with employees to enhance engagement with, **Boring Benefits? Rejuvenate The Way You Communicate**.
- Garry Ripple MD, FCCP and Steve D. Kropp, MS, Directors of eHealth and Outreach Services at Saint Luke's Health System will talk about the benefit of a rapidly growing trend in treatment, **Telemedicine**.
- Michael O'Neil, Strategy and Development with Healthcare Bluebook will discuss the emerging availability of healthcare cost and care information with, **Pricing Transparency: Unlocking Value in the Healthcare System**.

- Tom Applehans, Regional Vice President with Meritain Health, An Aetna Company will examine options for incentivizing employees with, **Self-Funded Plans and Incentivized Health Education**.

- Noreen Vergara, VP, General Counsel and HIPAA Privacy Officer at New Directions Behavioral Health will tackle the topic of Ethics over lunch with, **Mental Health Parity and Addiction Equity Act (MHPAEA)**.

We look forward to an engaging and informational day with this wonderful group of speakers, and hope you can join us!

Continuing Education Credits

Four (4) hours of General Insurance Credit
One (1) hour of Ethics Credit

Registration Fees:

\$ 95 for members
\$ 130 for nonmembers

Go to <http://www.ebpa-kc.org> to register



Go to www.ebpa-kc.org to register for the seminar - a total of 5 hrs of CE credit

EMPLOYEE CONSUMERISM: TOOLS FOR SAVINGS ANNUAL BENEFITS SEMINAR

June 19, 2014

Ritz Charles Meeting Facility, Overland Park, KS

- 7:30 am Registration and breakfast
- 8:00 am **BORING BENEFITS: REJUVENATE THE WAY YOU COMMUNICATE**
Karrie Andes, CBP, SPHR, PGI
- 9:00 am **TELEMEDICINE**
Garry Ripple, M.D., FCCP and Steve D. Kropp, M.S., Saint Luke's Health System
- 10:00 am **PRICE TRANSPARENCY:
THE KEY TO UNLOCKING VALUE IN THE HEALTHCARE SYSTEM**
Michael O'Neil, Healthcare Bluebook
- 11:00 am **SELF-FUNDING: STRATEGIC PLAN MANAGEMENT & MEMBER ENGAGEMENT**
Tom Applehans, Meritain Health
- 12:00 PM **LUNCH and ETHICS: MENTAL HEALTH PARITY AND ADDICTION EQUITY ACT**
Noreen K. Vergara, New Directions Behavioral Health

**Check out our web site at:
www.ebpa-kc.org**

Notice of CEU Procedures

Participants must sign in at the registration desk **AND** submit a completed evaluation form in order to receive CEU credits. Documents will not be accepted by mail. *CEU credit is available to 2014 EBPA members only.*

Check Your CE Credits

EBPA files all credits for meetings electronically with the states of Kansas and Missouri. You are able to check the credits that have been filed on your behalf by going to:

Kansas: <http://www.ksinsurance.org/industry/agent/conted.htm>
Missouri: http://insurance.mo.gov/agents/ce/ce_res.php

You must be a member of EBPA in order to receive the CE credits from a meeting. An evaluation form must be completed and turned in at each meeting, as well as the sign-in sheet completed.