



CASE STUDY

The Health Alliance of Greater Cincinnati

OPPORTUNITY:

The Health Alliance of Greater Cincinnati (HA) is a health system that operates three local hospitals for their respective owners—University, Jewish, and Fort Hamilton hospitals—as well as the Drake Center, West Chester Medical Center, the Alliance Primary care physicians group and several joint ventures.

In August 2009, the owners of the Jewish and Fort Hamilton hospitals advised the HA of their intent to pursue other affiliations. These departures would, in effect, dissolve the HA and make it vulnerable in negotiating a contract with Anthem on behalf of its entities and physicians. The contract was due to expire on April 1, 2010.

The HA's objective was to extend its current Anthem contract for one year until the Jewish and Fort Hamilton hospital transitions took place and the future of remaining HA entities and physicians could be secured. The HA sought outside counsel to help it obtain a one year contract renewal from Anthem.

SOLUTION:

Vehr Communications (V.C.) was engaged to develop a strategic communications plan to help the HA obtain its objective. V.C. recommended that the HA activate the local market, forcing Anthem to react to the HA's proposal, versus responding to a proposal from Anthem. This enabled the HA to:

1. Leverage and empower its physicians to communicate with their Anthem patients and Anthem.
2. Activate employers who use Anthem to proactively communicate their concerns to the insurer versus simply responding to Anthem's communications.
3. Keep communications focused on the HA's fair and reasonable approach, in light of its anticipated dissolution.

RESULT:

The HA and Anthem reached an agreement avoiding a disruptive out-of-network scenario for Anthem policy holders.



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