



Purchaser Business
Group on Health

**Vice President, Purchaser
Engagement and Innovation**

Leadership Profile

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The Opportunity

The Purchaser Business Group on Health (PBGH), a national organization of innovative health care purchasers, seeks an accomplished leader to serve as Vice President, Purchaser Engagement and Innovation. This is a career-defining opportunity for a strategic, innovative leader with deep industry expertise to lead transformational change in health care.

By testing innovative methods and scaling successful approaches that advance quality, drive affordability and foster equity, PBGH creates new, disruptive operational programs in partnership with its membership coalition of large employers and other health care purchasers. PBGH is a purchaser-only coalition, distinguishing it from traditional business organizations and trade associations that include health care industry members. While PBGH closely partners and collaborates with providers, payers and policymakers to scale innovative models that improve health outcomes and affordability, it does not maintain alignments with vendors or other interests that would impede the work necessary to influence the health care market in the service of health care purchasers and consumers.

The Vice President, Purchaser Engagement and Innovation will lead strategies to engage purchasers, design innovative solutions for them, and ensure PBGH members and their employees benefit from PBGH's portfolio of collaboration, services and solutions. This individual will be a trusted partner to large health purchasers by spotlighting opportunities and bringing solutions to them which capture opportunities and address challenging market forces. This individual will have extraordinary access and exposure to purchasers (including some of the largest employers in the country), health plans, providers, regulators and consumers, with the ability to serve as a credible and trustworthy expert across a variety of settings. As a member of the senior leadership team, the Vice President, Purchaser Engagement and Innovation will serve as a strategic partner, advisor, thought leader, educator and organizational resource to advance PBGH's work.

The ideal candidate will bring an unwavering focus on creating value in health care and the ability to translate vision into reality and measurable impact. The position requires a solutions, entrepreneurial, results-oriented mindset and exceptional relationship management and people leadership skills. Additionally, because of the transformative nature of the work, PBGH seeks a leader who brings an entrepreneurial spirit and the ability to dig in and take charge. Stylistically, this individual will be collaborative, organized and action-oriented, with exceptional communication, presentation and interpersonal skills to contribute broadly across the industry.

PBGH is a national organization, based in San Francisco, but this leader can be located anywhere in the country. In addition to the travel needs associated with member relations and speaking appearances, it is expected that the individual will periodically travel to the corporate office for internal meetings. This position reports to the President and CEO, Elizabeth Mitchell.

Organization Overview

PBGH is an action-oriented non-profit with a track record of improving health outcomes, experience and affordability for consumers and purchasers across the United States. PBGH is funded by a combination of membership dues, grants and contributions, management fees, services revenue, contract revenue and investment income.

PBGH advances quality, drives affordability and fosters equity in partnership with its innovative purchaser members, who are some of the largest and most innovative private and public purchasers of health care including Microsoft, Intel, Walmart, CalPERS and Tesla, to name a few. PBGH members collectively purchase \$100M annually on health care and provide health care coverage to more than 15 million Americans.

PBGH and its purchaser members are on the forefront of implementing innovations in the health care system through employer-led solutions such as quality measurement and accountability tools, direct contracting and implementation of high-value care models supported by payment. PBGH supports purchasers in continuously identifying, creating and putting into practice new strategies to continuously support the health and overall wellbeing of their employees and families.

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| | <h3>Advancing Quality</h3> | <p>We know that better health care costs less and the quality of care delivered profoundly impacts employees' lives, work and productivity. PBGH has the unique expertise to measure health care quality. Our experts work directly with clinicians to implement transformative care models shown to improve medical outcomes and lower costs. The result is a health care system employers are proud to offer their employees.</p> | <h3>We do more than advocate for change. We make it happen.</h3> |
| | <h3>Driving Affordability</h3> | <p>Employers purchase health care benefits on behalf of their employees and families to ensure their health and wellbeing. Unaffordable coverage impacts employers' ability to provide care and comes directly out of employer budgets and workers' wages. In partnership with member companies, PBGH redesigns markets to reflect purchaser priorities through innovative contracting initiatives, new standards and payment models and by fostering new market entrants incentivized to deliver higher-quality, lower-cost care.</p> | <p>Our mission and our work are clear and uncompromising. We are a purchaser-only coalition of the country's largest and most influential private employers and public purchasers working to create the health care system employers are proud to offer their employees.</p> |
| | <h3>Fostering Health Equity</h3> | <p>From access to outcomes, the health care experience in the U.S. for people across all disadvantaged races and socioeconomic groups is often problematic and substandard. PBGH is working on several fronts to develop long-term solutions that will help ensure true health care equity for all Americans.</p> | <p>We harness the influence and concentrated power of our members to deliver impressive results rarely seen in the health care market, including avoided unnecessary procedures, reduced waste, payment reform and an overall reduction in total cost of care.</p> <ul style="list-style-type: none"> • Nearly 40 private employers and public purchasers • Collectively spend \$100 billion on health care annually • Provide health care for more than 15 million Americans |

PBGH has a long track record of developing, incubating and launching successful operational programs on behalf of and in partnership with large employers. PBGH's initiatives are designed to test innovative health care methods and scale successful approaches that lower health care costs and increase quality across the U.S.

For example, PBGH recently developed the Health Purchaser Playbook, the first-of-its kind tool, that enables health care purchasers to send a collective message to health plans about their expectations for higher value care. On behalf of more than two dozen jumbo employers currently participating in this initiative, PBGH operates as a facilitator by directly engaging with health plans to collect and track performance metrics and the progress health plans make toward them.

PBGH leverages the influence of its employer members to shape public policies that support a market reflecting purchaser priorities. PBGH experts have successfully influenced both state and federal policy to enhance among other priorities, value-based purchasing and the restriction of anti-competitive practices. PBGH develops measures to support value-based purchasing and operates a care redesign team to support employer expectations of high-quality care. The VP, Purchaser Engagement and Innovation will be able to leverage these and other PBGH resources to maximize value for purchasers.

Position Summary

The Vice President, Purchaser Engagement and Innovation will serve as the senior leader in engaging purchasers, designing innovative solutions and ensuring PBGH members and their employees benefit from PBGH's portfolio of collaboration, services and solutions.

The Vice President will work closely with PBGH's public and private health care purchaser members, plan and provider partners—and the entire PBGH team—to identify and implement high-impact purchaser-facing solutions and services; will sustain and grow a highly-engaged and robust PBGH membership; and will continuously identify health care opportunities and innovations that benefit employees and ultimately, all Americans.

Reporting Relationships

The Vice President, Purchaser Engagement and Innovation reports directly to the President and Chief Executive Officer. Reporting to the Vice President is a Senior Manager, Member Accounts and Products, along with one or more additional positions currently under consideration. Peers to this position are the Chief Operating Officer and Director of Strategy, Chief Communications Officer, Senior Director of Measurement and Accountability, Executive Director of Health Policy, Senior Director of Care Redesign and Director of Innovation Lab and Product Development.

Core Duties and Responsibilities

The Vice President, Purchaser Engagement and Innovation will oversee and advance work in the following areas.

Purchaser Engagement

- Sustain and grow a highly-engaged and robust PBGH membership.

- Create exceptional value for PBGH members through member services, networking and collaboration, individual engagement and by designing and implementing high-value solutions and services.
- Connect and align benefit design strategies with employer expectations, standards and priorities for health care system performance. Identify specific benefit strategies, guidance and tools that support employer expectations of the health care system and that improve quality, affordability and equity.
- Continuously identify purchaser needs and translate needs into prioritized solutions and services, ensuring alignment of the current and future portfolio of purchaser solutions and services with member needs.
- Staff the Membership Committee of the PBGH Board of Directors and ensure that the value and opportunity to join PBGH is well communicated.
- Lead PBGH's member value team, providing exceptional people leadership and ensuring operational excellence.
- Identify high-potential opportunities for purchaser engagement in health system change, and as needed, identify external funders to support initiatives.
- Provide and/or coordinate subject matter expertise in employer priority areas (e.g., Rx, mental health, wellbeing).
- Serve as an internal consultant to other PBGH programs on member/purchaser needs and strategies, ensuring alignment of PBGH programs with purchaser priorities.
- Share and disseminate purchaser innovations and impact beyond the PBGH membership; serve as a national thought leader in purchaser-led health care change.

Purchaser Innovation and Solutions

- Ensure high-quality implementation of the current and future portfolio of PBGH purchaser solutions and services.
- Engage PBGH members and other purchasers in using PBGH solutions and services, ensuring high levels of satisfaction and operational usability.
- Serve as Product Leader of the Health Purchaser Playbook to:
 - Drive Playbook impact on quality and affordability both within PBGH membership and more broadly.
 - Create and take advantage of Playbook opportunities for individual purchaser support via purchasing strategies and quality improvement.

Candidate Qualifications

Education/Certification

- Bachelor's Degree required. Master's Degree in a relevant field, such as health care administration, public health or business preferred.

Knowledge and Work Experience

- Exceptional knowledge of the U.S. health care system and the role of public and private purchasers in improving quality, driving affordability and fostering equity.
- Expertise in private and/or public health care purchaser strategies, innovation and/or operations; demonstrated success designing solutions and services aligned with purchaser needs.
- Working understanding of benefit design and how to leverage benefit design to improve quality and affordability.
- Working knowledge and/or subject matter expertise in one or more areas of employer priority (e.g., Rx, wellbeing, mental health, appropriate care).
- Previous experience in working with or for commercial health care purchasers; past work experience as a health benefits leader, benefits consultant or similar role working for or with health care purchasers.
- Working health care measurement and analysis knowledge, with experience in translating improvement priorities to data strategies for purchasers.
- Excellent relationship management and influencing skills, with experience effectively working with a variety of health care stakeholder on complex change work.
- Exceptional people leadership skills, with a demonstrated track record of mentorship and driving team success.
- Collaborative leadership style including both formal and informal leadership roles in matrixed organizations.
- Open to travel and making platform appearances on behalf of PBGH.

Leadership Skills and Competencies

- **Skill as a change agent:** Creatively re-engineers and constructs new ways of doing things; future-oriented; a confident, agile leader who can easily adapt to ambiguity and establishes an environment that encourages innovation, transformation and calculated risk-taking.
- **Collaboration:** Builds partnerships and works collaboratively with others to meet shared goals; has an uncompromising commitment to the value of stakeholder involvement in decision-making and finding solutions to future challenges.

- **Strong communication skills:** Is a secure individual with excellent presentation skills; has the ability to work with industry leaders and be a highly-effective spokesperson; possesses outstanding oral and written communication skills and has a direct, honest and open style.
- **Results Orientation:** Consistently achieves desired results, even under challenging circumstances; as an analytics-savvy leader, uses data to drive decision-making and strategic planning.
- **Proactive:** Is a confident, highly proactive professional who can anticipate and address issues with a sense of urgency.
- **Strong talent management:** A successful track record in hiring, developing, coaching and promoting staff; a mentor/coach with a collaborative style who can develop and encourage staff to embrace and lead change.
- **Accountability:** Sets goals and objectives, holding team accountable and delegating the authority and responsibility for achieving objectives; personally accepts responsibility and accountability for actions and outcomes.
- **Mature, emotionally intelligent:** Has ego in check and encourages others to do the same; maintains an executive presence regardless of the situation at hand; has a sense of humor and the wisdom to use it wisely.
- **Trustworthy:** Gains the confidence and trust of others through honesty, integrity, authenticity and consistency of actions; acts in ways that others experience as forthright, genuine and authentic.
- **Empathetic:** Understands, appreciates and considers the implications of the feelings, interests and needs of others.

Procedure for Candidacy

The search process is currently underway and will continue until the position is filled. Nominations, expressions of interest, and résumés should be submitted electronically to the WittKieffer executive search consultants supporting this search via email at the links below. You may also inquire via the WittKieffer [Candidate Portal](#).

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PBGH is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to age, race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status or any other characteristic protected by law.

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