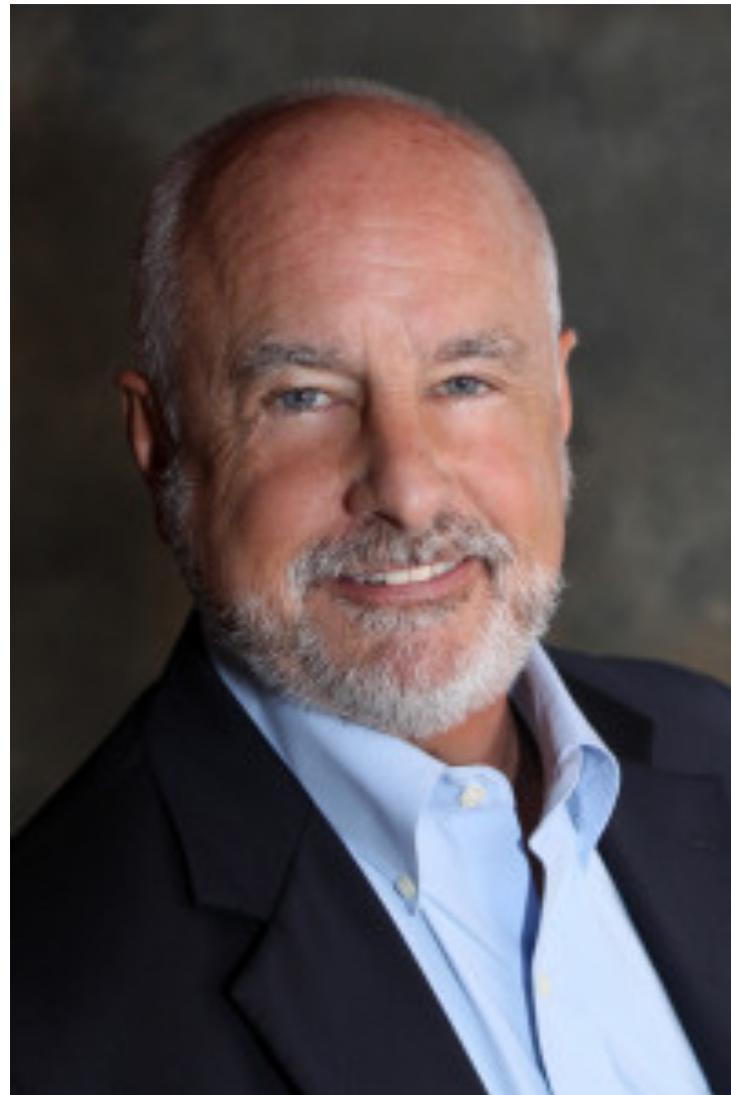


**JIM PURCELL**



*Healthcare Speaker, Strategist, Facilitator*



Dollar for dollar, healthcare has the biggest perceived (and real) value for employees. At the same time, it is an employer's biggest headache. Skyrocketing costs and the uncertainties surrounding Obamacare are leading many industry executives to consider curtailing or abandoning healthcare benefits altogether and letting employees fend for themselves.

Fortunately, changes in healthcare present opportunities for companies to maintain and even enhance existing coverage over time. The key is helping employees take better care of themselves and appropriately access the healthcare system.

Jim can help you chart a better course and think strategically about future possibilities.

# About Jim Purcell

Jim Purcell is a healthcare speaker, strategist and facilitator, specializing in healthcare reform and ACO strategies for healthcare participants and companies.

In 2004, Jim became Acting CEO of Blue Cross & Blue Shield of RI (BCBSRI), and after a national search, became permanent CEO, remaining in that position until mid-2011 when he retired. Unlike many healthcare experts, Jim has led major healthcare initiatives as CEO, while working with his Board of Directors, and serving as Board chair of several significant organizations in RI.

He was the Chair of the WHC Health Plan Summit in 2010 and Chair of the Payor Summit of the WHCC in 2011. Jim has been a guest speaker for the Blue Cross Association legal counsel summit on payor/provider disputes. He was a keynote speaker at The Annual Risk Forum: ACOs, HIX and HCC Best Practices. He chaired the Health Plan Summit of the 8th Annual World Health Care Congress in 2012 and has spoken at AAA healthcare roster annual meetings and the AHLA semi annual meeting on payor/provider disputes, ACOs and healthcare reform.

# Talk Descriptions

## **Wellness 2.0: Better Health, Better Coverage**

Companies pay too much for poor quality health care coverage. If this were any other business expense, this wouldn't be tolerated. Fortunately, there's a path that companies can take now to address healthcare costs: fostering healthier employee lifestyles.

It starts by creating a new Employer/Employee Compact on Health where companies agree to make investments in improving workplace health, on the condition that employees modify lifestyles and achieve outcomes. The goal is a win/win: lowering employers' healthcare costs, and helping employees gain better coverage and health.

### *Audience Take-Aways:*

- How to calculate your current pain (from no program or an ineffective program)
- Steps CEOs must take to ensure a well designed well implemented program
- A template for documenting a new employer/employee compact
- How to transform wellness programs to deliver meaningful health and wellbeing
- An overview of required tech and communication tools
- ROI (how you can actually measure impact, financially and health-wise)

## Talk Descriptions

### **Building Partnerships between ACOs, Primary Care and Insurers**

This presentation assumes the future provision of healthcare by ACOs under financial arrangements with bundled payments for assigned populations and additional payments based on quality of care, outcomes and overall assigned population health.

This session will explore the future ACO involvement of primary care and insurers, often forgotten members of the financing and delivery of healthcare. Jim will draw on his experience and subsequent work in healthcare delivery and ACOs to describe the natural synergies that exist between PCMHs and insurers.

#### *Audience Take-Aways:*

- Gain a perspective of the roles of primary care and insurers in ACOs
- Learn how the flow of money and data as well as patient contact make them natural business and care delivery partners.
- Understand how a successful partnership between PCMHs and insurers can benefit ACOs.

## Talk Descriptions

### Leadership and Change Management in Healthcare

Most of us understand that the delivery of healthcare and its financing are not only parallel--they are totally dependent on each other. In its mature state, ACOs would be paid a bundled payment together with incentive payments for quality of care outcomes.

This presentation would explore the evolving relationship between payor/insurer and provider/ACO.

#### *Audience Take-Aways:*

- Understand how to adapt to disruptive changes in healthcare delivery and financing
- How CEOs and senior leadership can foster better relationships between providers and insurers
- How changes in reimbursement will require insurers to focus on member health and physician relationships
- How a change to provider payments for quality of care outcomes and cost will allow insurers to focus on patient compliance, preventative care and accessing the healthcare system responsibly

# Past Speaking Engagements

2015 Annual Conference - American Association of Legal Nurse Consultants

Chair of the Health Plan Summit of the 8th Annual World Health Care Congress, April 2011, Washington, DC

American Health Lawyers Association In House Counsel Semi-Annual Meeting, Chicago, IL, December 6, 2011 (Opening speaker with Wm. Hoagland (CIGNA) on impact of ACA)

Risk Forum 2014, April 24, 2014, Jacksonville, FL (Opening Speaker) (Risk Adjustment In the Context of Payment Neutrality For Fee For Service, Medicare Advantage and ACOs)

Marcus Evans First ACO Payor Leadership Summit, September 11-12, 2014, Atlanta, GA (Chair and Featured Speaker) (Redefining Relationship Between Providers and Insurers)

Employer Health Care Congress, September 23, 2014, Washington, DC (Seizing the Opportunity of Healthcare Reform--Fundamentals Leading to a New Vision for Employers)

# Testimonial

*What a charming, engaging person you are, Mr. Purcell! Your expertise and knowledge combined with your engaging speaking skills created a thoroughly engrossing presentation at our Forum. Plus, your warmth and sense of humor added to everyone's enjoyment of your presentation. Job well done! I look forward in working with you again.*

*Sincerely,  
Shannon Holy  
AALNC Director of Education and Programs*

# Media Contact

## **Get The Word Out Communications**

Website: <http://getslightlyfamous.com/>

Phone: 415-931-7323

Email: [contact@getslightlyfamous.com](mailto:contact@getslightlyfamous.com)