



2024

## PBGH Moonshot Awards Summary Report

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The following PBGH members are reimagining the status quo to improve health care quality, affordability and equity, and have been selected as recipients of PBGH's 2024 Moonshot Awards.

The annual awards process honors employers and purchasers who successfully pursue ambitious goals centered on one of four health care purchasing and benefits moonshots:

- 1) Advanced Primary Care, 2) Health Care Affordability and Accountability, 3) Maternal Health and Birth Equity, and
- 4) Well-being and Health Equity.

## Blazing a Trail of Innovation

This year's innovators include:

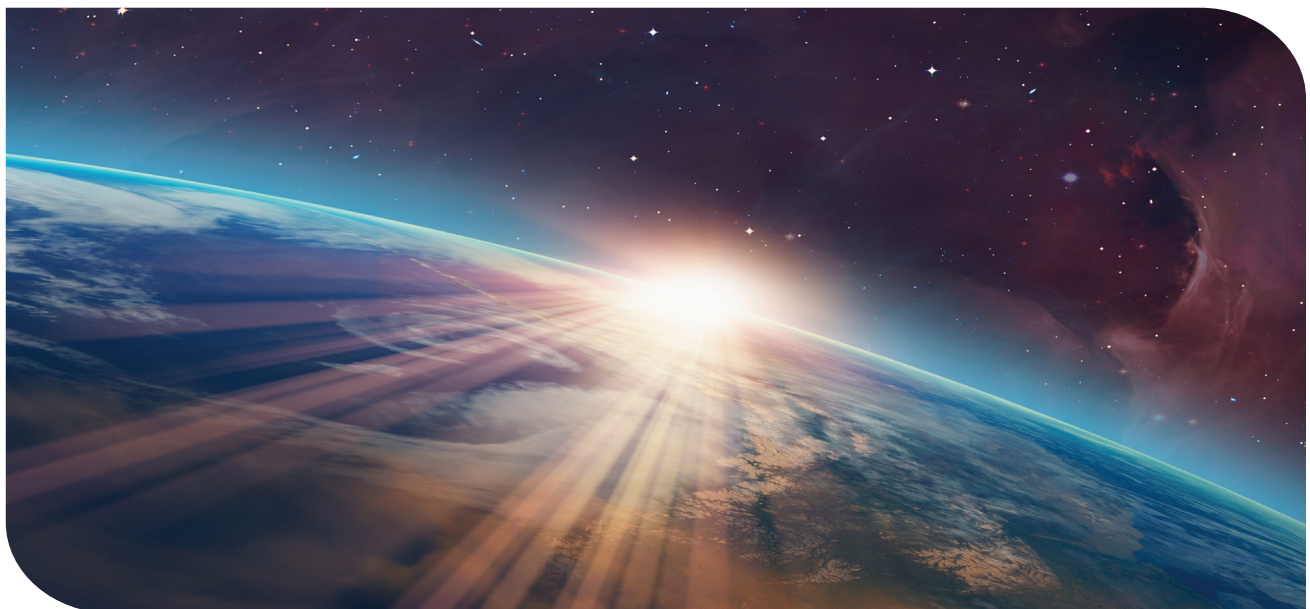
- Cisco, for a patient-centered approach to advanced primary care that is integrated with specialty care, lowers costs, and improves the employee experience.
- NextEra Energy, for pioneering a cost-conscious and integrated pharmacy benefits program that optimizes their prescription and specialty drug purchasing.
- CSAA Insurance Group, for developing an interactive, educational resource to support and facilitate employees receiving accessible, affordable, high quality maternity care.
- Amazon, for a comprehensive approach to advancing health inclusivity and addressing employees' health-related social needs across several benefits strategies.

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This year's Moonshot Award winners have demonstrated vision of a superior health care system as well as commitment to making it a reality. Their tenacious efforts are proof that purchasers are defining the future of health care for the benefit of employees and families.”

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- Elizabeth Mitchell,  
president and CEO of PBGH



## The Winning Initiatives

### Advanced Primary Care Innovator: Cisco

Cisco's LifeConnections Health Center ("LCHC"), a Patient Centered Medical home practice model which offers advanced primary care integrated with specialty care, has achieved the illusive triple aim of health care. This program improves the patient experience and the health of Cisco's population while reducing the total cost of care.

Cisco's LCHCs provide access to holistic primary care that is integrated with behavioral health, physical medicine, acupuncture, pharmacy, and vision services for the whole family, from infants to adults. The LCHCs have consistently demonstrated high value for Cisco employees and their families, with satisfaction rates at 95% or higher and over 60% of patients using the LCHC as their medical home. Additionally, the total cost of care for primary care patients at LCHC is 10 to 15% lower compared to community (non-LCHC) primary care patients.

An independent assessment of the LCHC site locations by Willis Towers Watson validated the best-in-class offerings, including that the model is yielding the triple aim value; convenient access to services and concierge-level care; proactive outreach regarding gaps in care; and more.

Cisco is eager to share its successful programs and strategies with other PBGH members. Future plans for Cisco are to expand access to advanced primary care with direct partnerships and increase access to primary care sites for employees and their families across the US. Cisco encourages others to participate in PBGH's Advanced Primary Care education, measures set, resources, and System of Excellence. Furthermore, Cisco plans to leverage PBGH's blueprint for optimized primary care in its upcoming RFP process to support sustainability of the LCHC.



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Advanced Primary Care is vital as it offers holistic, coordinated care that improves health outcomes, enhances patient and provider satisfaction, and reduces healthcare costs through preventive care and early intervention.

Cisco is honored to accept the PBGH Advanced Primary Care Innovator award because it is a significant recognition for Cisco and the communities it serves. This award highlights our commitment to advancing primary care and achieving the triple aim. We sincerely appreciate PBGH's acknowledgment for our innovative approach to integrating holistic primary care with behavioral health and physical medicine. PBGH is leading the way helping corporations develop meaningful strategies and implementation pathways with valuable outcomes. Thank you for your leadership and support.

- Katelyn Johnson, Global Health Strategy Leader, Cisco

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## Health Care Affordability and Accountability Innovator: NextEra Energy



NextEra Energy is committed to excellence and innovation. Each year, through its benefits strategy, NextEra Energy focuses on setting high standards of quality and driving continuous improvement for their employees.

This year the NextEra Energy team identified a more integrated approach to managing their pharmacy and medical benefits, which will help lower costs for employees while providing greater insights into the pharmacy landscape to further enhance their benefits strategy.

Through detailed data analytics of medical pharmacy spend, NextEra Energy will be able to guide employees to more cost-effective and appropriate care locations, like non-hospital settings for cancer infusions, remove wasteful formularies, conduct ongoing reviews of therapies and facilitate diagnostic reviews between physicians.

NextEra Energy is excited to implement this new model and see the positive effects it will have on their employees.

“ Innovation is at the heart of everything we do at NextEra Energy, so being able to take an idea and turn it into a cost saving solution that positively impacts our employees is a tremendous achievement.

Our goal every year is to challenge ourselves to see how we can improve our benefit offerings and find resourceful approaches that reinforce our position as forward-thinking leaders. Being recognized as an innovator in the Health Care Affordability and Accountability sector is an honor that we are proud to receive. ”

- Nicole Daggs, Executive Vice President of Human Resources & Corporate Services, NextEra Energy

# Maternal Health and Birth Equity

## Innovator: CSAA Insurance Group

CSAA Insurance Group, a AAA insurer, is dedicated to ensuring the maternal healthcare its employees and their families receive is comprehensive, high quality, accessible, and affordable. To ensure that employees are aware of the maternal health benefits available to them, CSAA partnered with health plan provider UnitedHealthcare (UHC) and PBGH to develop an educational infographic on pregnancy and essential resources to support a safe and healthy pregnancy and delivery.



CSAA Insurance Group,  
a AAA Insurer

The infographic provided an overview of what to expect and how to prepare for the different trimesters of pregnancy. Additionally, the infographic provided easy access to healthcare information, benefits and resources. CSAA leveraged learnings from the PBGH Comprehensive Maternity Care Workgroup, including information on various provider and care professional types (e.g., midwives, OBGYNs, doulas, etc.) to support choice in childbirth. The infographic format made it easy to connect the breadth of CSAA's health and wellness programs across UHC, the company's well-being program, EAP, paid bonding leave, and other healthcare benefits.

The infographic was published to employees in April 2024, and, to date, engagement in CSAA's maternity care program has increased and C-section rates have decreased. To ensure that employees are receiving essential care, CSAA also began tracking mental health screening rates. CSAA plans to create a new infographic using population health metrics and return-to-work resources.

To support care that is diverse and culturally appropriate, CSAA will implement a new maternity and newborn care program that provides expert consultations and personalized resources to ensure a smooth transition through pregnancy, early parenthood, and returning to work.

“ Maternity and newborn mortality rates, particularly among women of color, continue to rise. We have recognized disparities in outcomes across different groups. Our goal is to ensure access to quality, affordable healthcare, ongoing postpartum support, and culturally sensitive care. Through thoughtful program design and communication targeting the diverse needs of our employees, we have enhanced maternal care to be more inclusive, equitable, and impactful. By working closely with our health plans, we have improved comprehensive care to reduce risks, complications, and reduce unnecessary C-sections. This award is a testament to our commitment to ensuring every mother receives the best possible care and outcomes throughout her maternity journey. ”

- Chris Lassalle, Sr. Director Benefits and Leave Management, CSAA Insurance Group

## Well-being and Health Equity Innovator: Amazon

The Amazon Benefits team has a mission to create opportunities for employees, families, and communities to optimize their health and well-being—including addressing health-related social needs.



Amazon both chairs and funds the PBGH Health Equity Workgroup, which has leveraged Amazon's internal vendor standards to gain consensus on health equity purchasing assessments to drive collective impact. By convening public and private purchasers to share pain points, learnings and best practices, Amazon believes together we can greatly accelerate joint velocity, and truly make a broader impact globally.

Disparities in cancer screening fueled Amazon's engagement with the White House's Cancer Moonshot and included Amazon's public commitment to new cancer screening initiatives and the design of a preventive care experience to increase cancer screening rates among employees. Amazon is the first corporate partner of the National Institutes of Health (NIH)'s All of Us Research Program, and employee participation in the study is growing.

Additional inclusive health strategies implemented by Amazon include a website to support employees in accessing local community resources for social needs; a pilot program to address nutrition insecurity; sharing the CDC's Hear Her Campaign maternal health education and resources with employees; and funding materials needed for TeamBirth, a pilot in shared decision making between birthing people and their hospital-based teams. In the last 12 months, Amazon's integrated primary care Neighborhood Health Centers have screened more than 14,000 employees and family members for health-related social needs, providing resources and referrals.

“As the health benefits provider for 1.5M employees, it is the vision of Amazon Benefits Health & Wellness to empower our employees to have healthy, productive, and meaningful lives. We believe health care should be high quality, accessible, affordable, and equitable. And we are on a journey to eliminate disparities, remove upstream barriers to wellbeing, and enhance the care experience for all our employees, their families, and communities. We're just getting started. With partners like PBGH, we are dedicated to building a future where everyone has a fair and just opportunity to thrive.”

- Jonathan Liu, M.D., FACP, Principal, Health Strategy, Amazon

## Acknowledgments

**The PBGH Moonshot Award applications were judged by a committee of benefits leaders from PBGH member organizations. Thank you to our committee members:**

Julee Weller, Intel

Nancy Jester, Walmart

Steven Halterman, State of Colorado

Melissa Mantong, CalPERS

Award winners were honored at PBGH's Annual Summit and Moonshot Awards Reception on December 11 in Austin, Texas.

**Previous winners of the PBGH Moonshot Awards include:**

The Boeing Company, 2023 Advanced Primary Care Innovator

CalPERS, 2023 Health Care Affordability and Accountability Innovator

Qualcomm Incorporated, 2023 Maternal Health and Birth Equity Innovator

The State of Colorado, 2023 Well-being and Health Equity Innovator

Read all about the winners in the PBGH 2023 Moonshot Awards Summary Report:

[https://www.pbgh.org/wp-content/uploads/2023/12/MoonshotAwards\\_SummaryReport\\_FINAL.pdf](https://www.pbgh.org/wp-content/uploads/2023/12/MoonshotAwards_SummaryReport_FINAL.pdf)

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