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**Press Contact:**  
Piper Hall  
Epstein Becker Green  
(202) 861-1872  
plhall@ebglaw.com

**Complimentary Webinar to Highlight Population Health Strategies**  
*Industry Leaders to Discuss Value-Based Purchasing and Other Employee Initiatives*

**New York / PRWeb / October 23, 2014** – Epstein Becker Green and EBG Advisors, as part of the Thought Leaders in Population Health Speaker Series, will host a complimentary webinar titled *The Impact of Value-Based Purchasing and Other Employee Initiatives on Population Health*. This session will discuss several approaches for population health managers to reduce costs and improve health care.

The webinar, scheduled for November 20, 2014 at 12:00 p.m. ET, will be led by Laurel Pickering, MPH, President & CEO of Northeast Business Group on Health, and David Lansky, PhD, President & CEO of Pacific Business Group on Health. Adam Solander of Epstein Becker Green will moderate the session. To register, click [here](#).

This session will explore the activities of some well-known employer coalitions to discuss how they are designing and implementing value-based purchasing initiatives. As companies continue to struggle in the slowly recovering U.S. economy, comply with the remaining provisions of the Affordable Care Act (ACA) and engage in other initiatives, many employers are implementing innovative population health strategies to reduce costs and improve health care. The session will include an update on consumer-directed health, accountable care organizations (ACOs) and care management and wellness programs. The speakers will also highlight several recent surveys reporting on recent employer-sponsored health coverage trends.

The webinar will focus on:

- Standardizing and reporting on performance measurements
- Identifying the next wave in value-based purchasing
- Assessing the impact of the ACA and other health care reform initiatives on employers
- Establishing mental health parity standards
- Engaging consumers in informed decision-making
- Moving towards an integrated delivery system, including ACOs

The Thought Leaders in Population Health Speaker Series offers participants informative and insightful guidance on how population health strategies are transforming the health care paradigm as the industry moves towards the measurement and management of integrated delivery systems such as ACOs.

All previous webinar programs can be viewed online. To register for this session, please click [here](#).

“The Population Health Webinar Series attempts to find some common ground for health care professionals and other health care stakeholders by identifying best practices and creating a call to action for collaboration and outcomes improvement nationwide,” says Solander. “From the Affordable Care Act and data analytics, to advancement in health IT systems, a number of factors are having a significant impact on the health care delivery system.”

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## The Speakers

### [Laurel Pickering](#), MPH, President & CEO, Northeast Business Group on Health

Laurel Pickering, MPH, serves as Northeast Business Group on Health’s President & CEO. During her tenure at NEBGH, Ms. Pickering has focused on mobilizing the business community to drive improvement in health care, providing access to health insurance for small businesses by creating a health insurance exchange, and organizing health plans to work together to improve quality. Ms. Pickering is also chair of the board of directors of the NEBGH subsidiary, HealthPass, a health insurance exchange for small businesses.

She currently serves on the board of the National Quality Forum; the board of directors of The Leapfrog Group; National Business Coalition on Health; the Foundation for Art & Healing; the Centers for Disease Control and Prevention’s Business and Labor Responds to AIDS Board of Business and Labor Partners; and the Commissioner of NYC Department of Health and Mental Hygiene’s Advisory Council.

### [David Lansky](#), PhD, President & CEO, Pacific Business Group on Health

David Lansky, PhD, serves as Pacific Business Group on Health’s President & CEO and is responsible for its efforts to improve the affordability and availability of high-quality health care. Since 2008, Dr. Lansky has led the coalition of 60 large employers and health care purchasers representing over 5 million Californians. PBGH also collaborates with diverse stakeholders on national health care policy issues through the Consumer-Purchaser Alliance.

A nationally recognized expert in accountability quality, measurement and health IT, Dr. Lansky has served as a board member or advisor to a number of health care programs, including the Congressional Budget Office, the Health IT Policy Committee, the National Quality Forum, National Priorities Partnership, the Joint Commission, the National Patient Safety Foundation and the Alliance for Health Reform.

### [Adam Solander](#), Associate, Epstein Becker Green

Session moderator Adam Solander offers strategic counsel on health policy, value-based purchasing and accountable care through EBG Advisors, Inc. Mr. Solander has a deep understanding of health care legislation, as he is a Certified CSF Practitioner, a designation given by the Health Information Trust Alliance (HITRUST).

To learn more, log on to [www.ebgadvisors.com](http://www.ebgadvisors.com) or click [here](#) to register for any of the upcoming. A Q&A period will follow the webinar, so don't miss this unique opportunity for leading population health experts to answer your questions. To listen to the previous webinars from our Thought Leaders in Population Health Speaker Series, please click [here](#).

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#### ***About EBG Advisors***

EBG Advisors, Inc. is a Washington, D.C.-based consultancy that takes a multidisciplinary approach to helping health care and life sciences companies navigate the many obstacles that they face. EBG Advisors' reimbursement experts, policy analysts, strategists, and other professionals specialize in providing coordinated guidance and solutions across various segments of the health care industry. For more information, visit [www.ebgadvisors.com](http://www.ebgadvisors.com).

#### ***About Epstein Becker Green***

Epstein Becker & Green, P.C., established in 1973, is a national law firm with approximately 250 lawyers practicing in 10 offices, in Baltimore, Boston, Chicago, Houston, Los Angeles, New York, Newark, San Francisco, Stamford, and Washington, D.C. The firm's areas of practice include health care and life sciences; employment, labor, and workforce management; and litigation and business disputes. Founded as an industry-focused firm, Epstein Becker Green has decades of experience serving clients in health care, financial services, retail, hospitality, and technology, among other industries, representing entities from startups to Fortune 100 companies. For more information, visit [www.ebglaw.com](http://www.ebglaw.com).