

**FUTURE OF NURSING™**  
Campaign for Action



Robert Wood Johnson Foundation



# How to Engage Insurers

October 13, 2014

For live audio, you must use your phone to dial (866) 513-4976 passcode: 6875187

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## **John Rowe, MD, FAAN**

Professor, Columbia University Mailman  
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Member, *Campaign for Action* Strategic  
Advisory Committee

### Prior Experience:

- Chairman and CEO, Aetna, Inc.
- Institute of Medicine Committee on  
the Future of Nursing



- Understanding the structure of the insurance market
- More companies choosing self-insurance
- Key Features of Insurance “Networks” (coverage, quality, cost)
- Commercial Accountable Care Organizations (ACOs) focus on quality, including timeliness, and on cost
- Insurer relationships with physicians and physician organizations

# Strategies for Engaging Insurers

- Individual big company (e.g. Aetna, UnitedHealth)
- America's Health Insurance Plans (AHIP)
- Regional (e.g. BlueCross BlueShield of Tennessee)
- Large employers (e.g. Walmart, IBM, Target)

# Strategies for Engaging Insurers

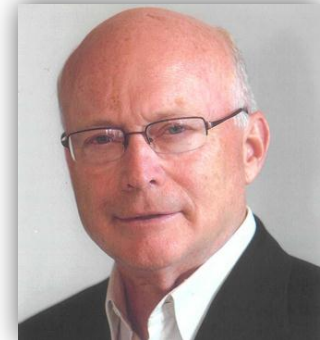
**Alexia Green, RN, PhD, FAAN**  
Professor and Dean Emeritus,  
Texas Tech University Health  
Science Center



# Questions or Comments?



**Susan B. Hassmiller**



**John Rowe**



**Peter Reinecke**



**Susan Kosman**



**Alexia Green**

**Press \*1 on your telephone key pad to ask a question  
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# Campaign Resources

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