Susan B. Hassmiller, PhD, RN, FAAN  
RWJF Senior Adviser for Nursing; Director, Future of Nursing: *Campaign for Action*
John Rowe, MD, FAAN
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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
The Health Insurance Market

- 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?

Press *1 on your telephone key pad to ask a question
OR
Use the “chat” feature to send “everyone” a question.

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Peter Reinecke
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