

## New CEO-CFO White Paper Project

# Arming The CFO with Tools, Resources, and Strategies to Sell His/Her CEO on Healthcare Cost Containment and Health Risk Management Strategies

ACHRM is working with CEOs and CFOs across the country to develop a tool to better equip CFOs with the resources and strategies needed to contain and manage health risk within their organizations. The White Paper is broken down into 6 components, outlined below, which is being developed within four stages. If you would be interested in contributing to any of the following components of the ACHRM's White Paper Project, please contact Bill Lacy at [wlacy@achrm.org](mailto:wlacy@achrm.org) or Kayne D. Kleinpeter at [kdaigle@achrm.org](mailto:kdaigle@achrm.org).

### 1. Introduction / Objectives

To assist the CFO community in developing a more convincing business case, our white paper shall...

- Define healthcare cost containment and health risk management strategies, the implementation process, the obstacles and hurdles a CEO may present
- Offer recommendations for overcoming the CEO's obstacles and hurdles
- Reinforce with CEO and CFO testimonials and case studies

### 2. Healthcare Cost Containment & Health Risk Management Strategies

1. Claims Auditing
2. Self-Funding Engaging Independent TPA
3. Implementing RFB and / or Direct Contracting
4. Carving Off Your PBM
5. Boosting Care: Onsite or Nearsite Clinic, DPC, Telemedicine
6. Prevention / Wellness / Safety Workers Comp

### 3. Implementation Process



### 5. CFO-CEO Case Studies / Testimonials

1. Identify 10 – 15 CEOs and CFOs to validate and offer experiences
  - CFOs from ACHRM Roundtables
  - References by ACHRM members (e.g., ELAP, BDO, etc.)
2. Circulate draft of white paper among CEO-CFOs for feedback and testimonials

### 4. Hurdles / Challenges Selling the CEO

1. Health Insurance Broker / Consultant or Major Insurance Carrier (BUCAH) Rep limitations or revenue model misalignment
2. Employee concerns, education and engagement
3. Ineffective data analytic systems to support decision making capabilities and business case development
4. Finding the best solution provided and well-defined implementation strategies
5. Offering the most effective physician / medical support network

### 6. Recommended Solutions