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**Gena Trujillo**  
University of Colorado  
at Boulder  
CBGH President

**Cindy Downey**  
Colorado Boards of Education  
Self-funded Trust  
CBGH Vice-President

**Tamara Kirk**  
Colorado Springs Utilities  
CBGH Secretary

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# CBGH: Membership News

Vol. 1, Issue 3

September

## CBGH News

- ◇ **Reminder:** The **September Board Meeting** will be an employer-members only meeting. The eValue8 site visits will be on Thursday & Friday, 09/13 and 14. See inside for the schedule.
- ◇ **Oct & Nov Board Meetings**—The October meeting is on the 11th and will be in Colorado Springs at the Rocky Mountain Cancer Centers. We will take a meeting hiatus in November.
- ◇ **October 30 Conference:** Make sure to register for the 10/30/2007 Colorado Culture of Health conference. Employees of CBGH Members get a special rate. See inside for details.
- ◇ **Speaking Engagements.** This September Donna Marshall has accepted invitations to speak at the following venues:
  - ◆ 09/12—*How do you find quality health care?* at the Colorado Association of School Boards conference.
  - ◆ 09/17—Presentation to the Colorado Trust on CBGH projects.
  - ◆ 09/19—Presentation to the Pelleton Group.....
  - ◆ 09/24—Presentation to Assessment Class at University of Colorado
  - ◆ 9/27—Presentation at Good Samaritan on Performance Excellence

## Member & Affiliate News

**Thank you** to our current Conference Sponsors: **Platinum:** *sanofi-aventis* ◆ **Gold:** *Merck* ◆ **Silver:** *AstraZeneca, Wyeth*. We have several sponsorship requests outstanding and will report on them in next month's newsletter.

At the October Board Meeting **Wyeth** will bring in speakers to discuss the depression database. **City of Colorado Springs** will discuss its experience with depression management. **Memorial Health System** will present on its Transparent Quality Reporting.

**Memorial Health System** reports quality measures on the web. See, [www.memorialhealthsystem.com/wps/wcm/connect/MH/Main+Navigation/About+Us/Quality+Measures/](http://www.memorialhealthsystem.com/wps/wcm/connect/MH/Main+Navigation/About+Us/Quality+Measures/)

Testimonials from **Gena Trujillo & Dave Lord** featured in *Health Matters 2007: Colorado Health Plan & Hospital Quality Report*.

As reported in the August 24-30, 2007, *Denver Business Journal*, **The Denver Hospice** was ranked 9th of Denver-area home health care agencies (ranked by number of patient visits).



# Project Updates

**October 2007 Obesity Conference** Sign up now for the October 30 conference. Employees of CBGH members and affiliates receive a discounted rate of \$50 for the general conference (9:30—4:00). Register on-line at [www.blacktie-colorado.com/rsvp](http://www.blacktie-colorado.com/rsvp). Event Code CBGHconference. The print invitations for the Executive Leadership Conference are scheduled to mail on September 18th.

**eValue8** On September 13th & 14th health plans will be present to receive their results. Schedule:

09/13	10:00—11:14	CBGH Member eValue8 Information Session
	11:30—1:00	Anthem BluePreferred PPO
	1:00—1:30	LUNCH (provided)
	1:30—3:00	Kaiser Foundation Health Plan HMO
09/14	9:00—11:14	CIGNA Healthcare HMO & PPO
	11:30—1:00	UnitedHealthcare Option PPO
	1:00—1:30	LUNCH (provided)

Great West requested their site visit take place in October.

10/11	8:00—11:30	Board Meeting
	11:30—1:00	Great West Healthcare PPO
	1:00—1:30	LUNCH (provided)

## **Health Matters** Health Matters!

- ◆ The publication will be bulk mailed on September 27, 2007. Customized electronic versions for web or print are available.
- ◆ Pricing for Print Copies of the Whole Enchilada:
  - ◇ If you want 200 copies or less for your office: **Free** We will hand deliver or mail the copies to you.
  - ◇ To have quantities of 200 or more printed and delivered to you, the cost is **\$0.40** per copy over 200. (*continued on page 5*)

**Spread the Word!** Spread the good word about the CBGH!! Coalitions like ours draw strength from numbers; the more members we have the more weighty our influence. Tell colleagues, friends, and strangers—then invite them to upcoming events like the eValue8 site visits and the October 30th conference.

# September 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30						1
2	3	4	5	6	7 8:30—10/30 Conference—TC	8
9	10	11	12	13 10:00—eValue8 Site Visits	14 9:00—eValue8 Site Visits	15
16	17	18	19	20 11:00—PBM Call	21 8:30—Oct. 30th Conference—TC	22
23	24	25	26	27	28	29

# October 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2 11:00—PBM Call	3	4	5	6
7	8	9	10	11 8:00—Board Meeting 11:30—Lunch 1:00—Great West Site Visit	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30 7:30—Executive Leadership Break- fast 9:30—Colorado Culture of Health Conference	31			

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**Health Matters**

- ◇ If you want us to print copies and mail them for you:
  - For quantities of 200 or less, **Free**; send us your electronic list by September 18.
  - For quantities **over 200, \$0.75** per extra copy (you will need to send us a soft-copy of your distribution list). Due date for your electronic mailing list is August 24.
- ◆ If you want an electronic version of the whole publication, we will coordinate with the printer of your choice, and you can print, mail, or distribute in your open enrollment packets for employees. If you want to customize a print or web version: **GREAT!** We will work with you to provide the information you want.

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Do you want the CBGH Board Meeting to be **just minutes from your home / office?** Call Kristen to get on the calendar!  
303-922-0939

**CBGH Workgroups & Committees<sup>†</sup>**

**PBM** Beth Neva  
**Bridges to Excellence—Diabetes** Dave Lord  
**eValue8** Julie Saad  
**Obesity Conference** Vinita Biddle  
**Health Matters** Donna Marshall, Grant Lunney, Nancy Lund  
**Depression** Dave Lord  
**Marketing** Sam Moreno, Dave Lord, Grant Lunney

<sup>†</sup> Many of these groups/committees meet on an ad-hoc basis; deciding on the date/time of the next meeting at the end of the current meeting.

While we are omniscient, please keep in mind that we are also near-sighted. Please send us copies of, or citations to, articles that mention your company's good deeds or notices of your participation in, support of, relevant events. Help us keep your fellow members in touch with the day-to-day strides we are all making in today's health care arena. -The Newsletter Minions



# SAVE THE DATE

The first annual

## COLORADO CULTURE OF HEALTH CONFERENCE

This year's topic:

*A BUSINESS APPROACH TO CUTTING THE FAT*

TUESDAY, OCTOBER 30, 2007

ADAM'S MARK HOTEL - Denver

Speakers:

Lieutenant Governor Barbara O'Brien

Dr. David Hunnicutt, President, WELCOA

George Murphy, Executive Director of Compensation and Benefits, AstraZeneca

Tom Parry, President, Integrated Benefits Institute

Tom Clark, Executive VP of Metro Denver Economic Development Corporation

Register On-Line: [www.blacktie-colorado.com/rsvp/](http://www.blacktie-colorado.com/rsvp/) Event Code: CBGHConference



Colorado is the leanest state in the U.S. **HOWEVER**, Coloradans' weight is growing at the same rate as the rest of the nation. Don't miss this conference which will address the issue of obesity, its effects on business and proposed solutions. You will hear from the experts and get the tools you need to address this growing problem and its impacts on productivity, health care costs, absenteeism, presenteeism, and more.

The all-day conference will include:

- the latest research on worksite wellness ROI and how to create cost-effective programs
- chronic disease management
- wellness-oriented insurance products available today
- health plan medical director panels

For information on our  
by-invitation-only  
Executive Leader Breakfast  
at 7:30 a.m., contact CBGH at:  
303-922-0939 or  
cbghealth@aol.com

Who should attend? HR professionals, Benefits Directors, Wellness Coordinators, Chief Financial Officers, Chief Operating Officers, Insurance Committees for School Boards/Public Purchasers, Public Health Professionals, Health Plan Sales & Marketing, Medical Directors and others interested in employee health and wellness and the bottom line should attend. C.E.U. Credit Applied For

Co-Sponsored by the Colorado Business Group on Health and the Metro Denver Health and Wellness Commission For more information: Phone: 303-922-0939 e-mail: [cbghealth@aol.com](mailto:cbghealth@aol.com)