



Changing The Way Employers Buy Health Care

NEWS RELEASE

Contact: Jon Pushkin, APR
Pushkin Public Relations
303-733-3441
303-725-5031 (mobile)
jon@pushkinpr.com

Center for Improving Value in Health Care Elects Donna Marshall to Executive Board

-Marshall, leader of the Colorado Business Group on Health, will serve as secretary-

DENVER, CO July 1, 2016) — The Center for Improving Value in Health Care (CIVHC) has elected Donna Marshall secretary of its Executive Board. Marshall, executive director of the [Colorado Business Group on Health](#), has served on CIVHC's board since the organization's inception in 2011.

CIVHC helps Colorado drive, deliver, and buy value in health care and administers the Colorado All Payer Claims Database, the state's most comprehensive source of health care cost, quality and utilization claims data.

Marshall's connection to CIVHC dates back to 2008, when she served as a member of the state's Blue Ribbon Commission for Health Care Reform. The commission was charged with studying and establishing health care reform models for expanding coverage and decreasing health care costs for Colorado residents. The concept for CIVHC was formulated during the commission's work.

During her 20-year tenure at the Colorado Business Group on Health (CBGH), Marshall has been a leading advocate to change the way employers buy healthcare through improved quality in the system and transparency of costs. CBGH has private and public sector members representing more than 300,000 covered lives in Colorado.

Before establishing CBGH in 1996, Marshall served as manager of Managed Care Services for the Medicaid Division of the State of Colorado's Department of Health Care Policy and Financing. She began her health care career as a registered nurse.

About Colorado Business Group on Health: [The Colorado Business Group on Health](#) (CBGH) is an innovative non-profit organization that educates Colorado employers about what really matters in health care. Through programs, pilot projects and studies, CBGH is the voice of market-based, employer driven approaches to lowering costs and improving quality. Since 1996, CBGH has been helping forward thinking Colorado employers get more value for their health care dollars. Our goal is to reduce the upward cost spiral and improve employee health.

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