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What Employers Want in Health Care Partners

Boeing's Linda Brady to Keynote WCHQ April 16 Assembly

Madison (March 7, 2019) ---- Employers have a growing interest in increasing the value of their health care spend and improving employee health. Boeing was one of the early adopters of direct employer-to-provider contracting. The aerospace giant has more than 140,000 employees globally, giving Boeing Company nearly unprecedented clout in the health care market.

As the leader of provider network strategy and manager of Boeing's Accountable Care Organization (ACO) portfolio, Linda Brady is responsible for the initial contracting with preferred providers and engaging with them through the implementation and sustainment stages.

On April 16, Brady will describe Boeing's approach to improving access, increasing quality and reducing expenses through direct contracts with providers at the Wisconsin Collaborative for Healthcare Quality (WCHQ) Assembly, "The Health Care Imperative: Higher Value, Better Care," at Monona Terrace, Madison. [Registration](#) is now open.

Brady has more than 20 years of experience in the health care industry and holds a Six Sigma Green Belt. She is an expert on health care measurement, analytics and benefit design.

Later in the day, two WCHQ members will present how they are making changes to adapt to a new health care landscape. Reedsburg Area Medical Center (RAMC) will describe their quality journey and work with WCHQ and the Practice Transformation Network (PTN). As one of the top performers in the PTN, RAMC will explain the changes they have made to prepare their health system for the pay-for-value environment. The Assembly will also feature COO/CFO Jim Dietsche who will share how Bellin Health's finance department has taken on new roles to transition the world of finance from volume to value.

Gabrielle Rude, Ph.D., and Matt Gigot will describe WCHQ's new initiatives and preview the quality performance and measurement work that is planned for the year ahead.

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