



FOR IMMEDIATE RELEASE

CONTACT: Laura Randall
Director of Communication
513 979-0051
513 703 3090

Pfizer Grants \$100,000 to the Health Collaborative
Roster of Health Care Advocates Supporting Cincinnati Health Care
Transformation Continues to Grow

(December 21, 2011) The Health Collaborative, Cincinnati's multi-stakeholder health care transformation organization has received a grant of \$100,000 from Pfizer Inc. The New York-based global biopharmaceutical company is providing the funding to support programs at the Health Collaborative aimed at improving the quality of patient care, including analytical tools to better measure the impact of treatment of diabetes and cardiovascular disease.

"We are grateful and very proud that a global corporation like Pfizer has noticed the leading role the Health Collaborative is playing in the transformation of health care, not only in our region but on a global stage," said Greg Ebel, Executive Director of the Health Collaborative.

The Health Collaborative brings together those who give care, those who receive care and those who pay for care, to design and test improvements to health care delivery. The initiatives piloted here not only contribute to improving the health of the people in the region, but serve as a model for other communities attempting similar transformations.

The \$100,000 Pfizer grant follows recent pledges totaling over \$90,000 from the three largest Cincinnati area health Insurers: Humana, Anthem Blue Cross and Blue Shield, and UnitedHealthcare, towards the continued operation and infrastructure of the Health Collaborative.

The programs of the Health Collaborative have led to Greater Cincinnati receiving national and international attention for progressive leadership in health care transformation. Current initiatives already producing results include improving diabetes care, recruiting top physicians to the community and the transition of primary care practices to the Patient-Centered Medical Home model where the full range of patient care is coordinate by a patient's primary care medical team. Programs in development are the expansion of the Health Collaborative

consumer information Web site, YourHealthMatters.org to include colon cancer screening and patient satisfaction data, and an initiative to prepare doctors to use electronic medical records to improve patient care.

###

The Health Collaborative assembles diverse community stakeholders; hospitals, physicians, insurers, patients, business, education, government and community members, with the goal of generating measurable, sustainable health improvement. The work of the Collaborative has been recognized by the U.S. Department of Health & Human Services, the Agency for Healthcare Research and Quality, and the Robert Wood Johnson Foundation. For more information, visit www.the-collaborative.org.