

Man Bites Dog: Healthcare Plan CEO's Call for End to "Business as Usual"

Health CEO's for Health Reform ("HC4HR") was launched on December 11 by five CEO's of prominent health plans or systems and a drug company president.

Organized by the New America Foundation, the group represents the first time such health care leaders have come together with the express purpose of organizing a coalition of their peers to call for comprehensive reform that focus on "significant restructuring of our health care delivery system" as a path to controlling costs and expanding coverage.

"It is time for hospitals and physicians to address the reality that healthcare costs too much and our current ways of financing and delivering healthcare are outdated and not sustainable," said Lloyd Dean, President and CEO of Catholic Healthcare West a large and largely unionized health system based in California. "As providers, we must be accountable for the quality and affordability of the care we deliver."

Our Take:

This announcement symbolizes the acknowledgement by health care providers and insurers that systemic change is needed for health reform to occur – a significant break with their past position of "Just Say No." Whether this trend will mean these organizations stick as solid supporters of genuine reform, or is more designed to deflect public criticism, remains to be seen.