



**ACTION COLLABORATIVE**  
**ON BUSINESS ENGAGEMENT IN**  
**BUILDING HEALTHY COMMUNITIES**

FALL WEBINAR

# A DATA-DRIVEN APPROACH TO EMPLOYER ENGAGEMENT IN COMMUNITY HEALTH

WHEN:

Wed. 10/24/18 at 12 PM (EST)

*A Data-Driven Approach to Employer Engagement in Community Health* sought to identify the relationships between employee use of health services and the health of the communities in which employees reside. We calculated a community health index for zip regions in southeastern Pennsylvania, and looked at the association between the health of the communities in which employees live, and those employees' use of emergency and in-patient services, and total costs of care. The findings will be presented to business leaders to determine their willingness to invest in improving the health of less healthy communities.

AT THE REQUEST OF THE SPEAKER, THE PRESENTATION WILL NOT BE POSTED ON THE WEBPAGE. ONCE A PENDING PUBLICATION IS RELEASED, WE WILL NOTIFY YOU OF THE PRESENTATION'S AVAILABILITY IN 2019.

PLEASE CONTACT NEIL GOLDFARB FOR ANY QUESTIONS PERTAINING TO THE PROJECT. THANK YOU

[NGOLDFARB@GPBCH.ORG](mailto:NGOLDFARB@GPBCH.ORG)

#### ABOUT THE COLLABORATIVE:

**Mission:** To catalyze and facilitate private sector partnerships and actions of business, health, community, and public sectors to work together to enhance the lives of workers and communities by improving the nation's health and wealth.

**Vision:** To create an active space where participants feel compelled to contribute to a transformational effort that makes powerful and measurable impact on business success, societal value and improves population health.

SPEAKER:

**NEIL GOLDFARB**  
PRESIDENT AND CEO

**GREATER  
PHILADELPHIA  
BUSINESS  
COALITION ON  
HEALTH**

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**Mr. Neil Goldfarb** is founding President and CEO of the Greater Philadelphia Business Coalition on Health (GPBCH, [www.gpbch.org](http://www.gpbch.org)), an employer-led non-profit organization with the mission of developing best practices for maintaining a healthy workforce, and ensuring that when healthcare is needed it is safe, high-quality, accessible and affordable. GPBCH represents over 1.5 million covered lives nationally, including 750,000 lives in Southeastern Pennsylvania, Southern New Jersey, and Delaware. Mr. Goldfarb brings over 30 years of healthcare research and management experience in academia, Medicaid managed care, and consulting organizations to his Coalition leadership position. As Associate Dean for Research in the Jefferson College of Population Health, he was responsible for developing and carrying out the school's research agenda, focused on healthcare quality and value, and economic evaluation of healthcare technologies. Mr. Goldfarb is currently Chair of the Board of Governors of the National Alliance of Healthcare Purchaser Coalitions.