

# The Health-Wealth Certification

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CERTIFICATION COURSE

FOR MORE INFORMATION & FURTHER RESOURCES VISIT [WWW.HEALTH-WEALTH.COM](http://WWW.HEALTH-WEALTH.COM)

# A Brief History of Health-Wealth

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Health-Wealth is part of NRPC, Inc., a California not-for-profit entity and was created to advocate for reducing the cost of healthcare for American businesses, families and individuals. Core values of the Health-Wealth mission include pricing transparency, industry integrity, enhanced access to care and services and a commitment to quality care.

Those who become Health-Wealth Certified are entitled to use the initials HWC after their name and also include the Certification seal on corporate materials.

The Health-Wealth Certification is the symbol of excellence in the health benefits industry. Becoming an HWC makes you an industry leader in your commitment to delivering value.

# Industry Excellence

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*The Health-Wealth Certification and Seal are the symbol of excellence in service delivery, integrity, value and transparency in the health benefits industry. The Certification is sponsored by the not-for-profit, Health-Wealth.*

*Add seal here*

# Why Become Certified?

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## **The Health-Wealth Certification (HWC)**

The Health-Wealth Certification distinction is earned by individuals and organizations committed to transparency in reducing healthcare spending for organizations contracting for health insurance. Many HWC's are benefits brokers or advisers, but also those who oversee benefits internally for corporations including human resources, financial (CFO, Controller) or benefits executives as well as individuals responsible for advising on or purchasing healthcare benefits.

The client who is the plan sponsor is the top priority, the only priority and the commitment is to deliver them a plan with affordable rates and access to quality providers.

# Distinguishing Yourself as an HWC

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The client who is the plan sponsor is the top priority, the only priority and the commitment is to deliver them a plan with affordable rates and access to quality providers. These professionals desire to distinguish themselves as committed to:

- Always ensuring the client is the top priority
- Provide complete pricing transparency
- Illustrate their unwillingness to compromise ethics and their integrity in the process

# Why become an HWCIA?

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One of the most important tasks any business has when looking to reduce expenses significantly is selecting a broker, benefits advisor, attorney or consultant who will identify the most appropriate health plan that brings value to your employees and at the same time reduce corporate healthcare spending. Its no longer enough to lose the broker moniker and refer to yourself as a benefits advisor, the gig is up on that trick as well.

Corporations truly committed to finding real solutions that bring value to their employees and reduce wasteful spending are seeking and adviser at the top pf the class. The Health-Wealth Certified Independent Advisor distinction is the most effective way to illustrate this experience, expertise, integrity and transparency

# HWC Core Values

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## **Core Values of a HWC:**

- Transparency
- Quality outcomes and offerings
- Data driven
- Provide multiple offerings to clients
- 100% aligned with client
- Value added
- Active voice in the health benefits transparency community

# Health-Wealth Basics

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Some top priorities for HWC experts are integrity, transparency, value and quality in all dealings.

The primary goal of a corporate healthcare benefits transaction is that the company contracting for healthcare benefits gets the best possible value and return on investment for its employees.

Getting the transaction done quickly should never be the top priority. Ensuring the company contracting for benefits is getting maximum value and the best benefit package possible is the top priority.

It is important for a benefits advisor to understand the unique characteristics and needs of a company's workforce before considering options.

# Health-Wealth Concepts

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Transparent and timely responses to all client inquiries and questions is a requirement for all HWC's.

Anytime a benefits advisor is approached by a carrier, pharmaceutical company, consultant or client and offered a business opportunity that could influence an existing clients service plan or delivery, the benefits advisor should disclose and discuss the opportunity with the client prior to entering any agreement.

HWC adviser should do significant research on behalf of the contracting company and present multiple options that would best meet the needs of the employees and organization.

The HWC adviser has a responsibility to confirm and challenge any charges that appear to be inaccurate, inappropriate or inflated.

# Health-Wealth Disclosures

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HWC adviser should disclose to clients each of the following types of income in advance of the agreement being signed, as well as annually:

- Commissions
- Bonuses
- Rebates
- All profits of any kind earned as a result of the transaction throughout the term of the agreement.

The HWC adviser should disclose in advance and annually all Conflicts of Interest of what type:

- Relationships
- Financial opportunity
- Vendors, Carriers & Consultants

# President Trump Addresses Health-Wealth

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In the 2019 State of the Union address, President Donald Trump outlined Healthcare affordability

as his administration's top priority for 2019?

In the 2019 State of the Union address, President Trump specifically referenced the following industries when discussing the importance of pricing transparency and reducing overall cost of healthcare for Americans:

- Pharmaceutical industry
- Hospitals

# More Health-Wealth

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One of the benefits of both Direct Primary Care and telehealth consults with physicians and nurse practitioners is the aligned incentive between provider and payer to eliminate unnecessary testing and procedures including lab tests, imaging and specialist referrals.

To best address claims adjudication, service delivery and quality assurance, the benefits advisor should provide the client with the following types of data:

- Claims data
- Provider quality reports
- Pharmaceutical pricing and alternative or generic options
- All data that is accessible that could benefit the client and is within the law

# Reporting & CBS's 60 Minutes

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The HWC adviser should provide reports and recommendations to clients in both quantitative and qualitative form on a regular basis, including:

- Monthly
- Quarterly
- Annually

In 2018, CBS television produced a segment on its popular news show 60 Minutes focusing on Pharmacy Benefit Managers, exposing several facts that were not well known to businesses and the general public including:

- The misaligned incentives and compensations structures of PBM's that do not always benefit the company contracting for benefits
- The fact that these commissions were not always disclosed to the company contracting for benefits

# HWC Responsibilities

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An HWC adviser should ensure that a thorough review of all charges is completed on:

- An agreed upon set of claims
- Any claim in excess of \$5,000

A primary reason it is necessary for benefits advisors to distinguish themselves as Health-Wealth Certified advisers is because many brokers:

- Have been compromised by complicated, discrete, often undisclosed payment and reimbursement arrangements
- Have limited the plan options they present to clients to only those with high broker compensation
- Have put personal interests and profitability as a higher priority than securing the best return for clients

# When to Seek out HWC's

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Some of the best ways to showcase your HWC and distinguish yourself as an ethical advisor acting with integrity and committing to keeping the company's needs first are:

- Attending broker conferences
- Changing your title from broker to benefits advisor
- Displaying the seal and certificate prominently

Corporations seeking health plan options that best meet the needs of their workforce should start by:

- Making sure their benefits team and external adviser are all Health-Wealth Certified advisors
- Complete the Health-Wealth Interactive team activity
- Visit [www.Health-Wealth.com](http://www.Health-Wealth.com) to review a list of individuals who have completed the exam, and are designated as Health-Wealth Certified Independent Advisors

# Integrity, Transparency, Value & ROI

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Some primary objectives when strategizing a plan for a company include:

- Improved health outcomes at a lower cost
- Designing a strategy that is scalable
- The strategy be effective over the long term

Although there are many brokers and benefits advisors who do demonstrate integrity and transparency, one leading national organization that champions transparency, return on investment and value for the contracting company is The Health Rosetta.

The HWC Advisor should attend industry events, stay up to date on current events and seek out continued education on benefits and corporate offerings.

# Seeking Maximum Value

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Companies seeking maximum value for their employees and company in regard to their health benefit offerings should:

- Require price transparency from contracted providers
- Audit medical bills
- Ensure their benefits team are all HWC's and complete the Health-Wealth Corporate Team Interactive
- Commit to only work with benefits advisers, PBM's, TPA's and others who are Health-Wealth Certified

Is it appropriate for physicians, corporate benefits advisers and brokers to educate and advise individual employees and patients of pertinent health and benefit related information.

- One example of this would be sharing that the radiation in a CT Scan can be 100 times stronger than the radiation in an X-ray

# The Health Value Equation

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Each of the following are considered key components of the health value equation:

- Management of appropriateness and cost of medications
- Pre-screening procedures and criteria for elective procedures
- Primary care physicians with patient focused financial incentives

# What About Accountable Care Organizations?

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ACO's are coordinated care models in which the providers receives a flat sum per patient each month to cover all of the patients care needs.

Much like Medicare Advantage, the payer aggressively manages the patients care plan to ensure only necessary services are provided to ensure that over-spending on necessary care and tests is avoided.

Most ACO's utilize a team of a Medical Director(s) and Utilization Review nurses, Case Managers, Care Managers, or Navigators to manage high risk patients after hospitalization. Much of this is done electronically or on the phone, but often times they visit the patient in person as well.

# HWC Advisor Pledge

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**The final step needed to become an HWC upon completion of the exam is committing to the following pledge:**

I commit to and have demonstrated that integrity, transparency, value and quality are my priorities in securing health benefits. My goals are 100% aligned with and based on the corporate client getting maximum value, return on investment and quality on health benefits and offerings. I commit to be transparent in all actions, communicate proactively and to disclose all profits and conflicts of interest in a proactive and timely manner.

# HWC Advisor Benefits

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## **Once Complete, You Have Access to the Following Benefits:**

- HW Certification Seal of Excellence (websites, email signature, business cards, etc.)
- HWC Certificate
- Add the HWC initials after your name on your business card and email signature!
- Listing on Health-Wealth.com HW page
- 50% off all products on Health-Wealth.com and all Health-Wealth Events
- Podcast guest on the Healthcare Authority Podcast
- Social Media recognition on LinkedIn or Twitter

# HWC Advisor Value Added Next Steps

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To assist in generating momentum for the Health-Wealth movement and thus the recognition of your HWC, we ask that once you Complete certificate you:

- Add the HWC designation after our name as your new title!
- Join the Health-Wealth LinkedIn group and be an active member
- Tune into the Podcast: Dr. Luke's Waiting Room, The Healthcare Authority Podcast
- Read and do a book review on Amazon:
  - **Health-Wealth: Is healthcare bankrupting your business? *9 steps to financial recovery***
  - **Health-Wealth for You, *11 Steps to Save Big & Live Healthy***

# Additional Resources

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For further details on healthcare transparency initiatives, you can visit any of the following websites:

<https://health-wealth.com/>

<https://brokenhealthcare.org/>

<https://healthrosetta.org/plan-sponsor-bill-of-rights/>

<https://employerbillofrights.com/>