

How Business Can Save America from Health Care

Come hear health care analyst and the National Business Coalition on Health Chief Executive Officer, Brian Klepper address the vital role of employers in the health care landscape. This session will focus on:

- Why America's health care cost crisis represents the greatest threat to our national economic security
- The structure of the crisis
- Why only employers can save the nation (and their businesses) from the health care industry's influence

Keynote Speaker

Brian Klepper, PhD

Chief Executive Officer

National Business Coalition on Health



Brian Klepper is a health care analyst, commentator and entrepreneur. He is CEO of the Washington D.C.-based [National Business Coalition on Health](#), and Principal and Chief Development Officer for [WeCare TLC, LLC](#), a worksite primary care clinic and medical management firm based in Lake Mary, FL.

Much of Brian's work has been focused on the mechanisms that underlie America's health care cost crisis and how institutionalized clinical and business practices have distorted care and cost patterns, driving unnecessary cost. His perspective favors patients, whose medical care often exposes them to needless physical risk, and purchasers, whose health care costs are double those in other developed nations, creating a cascade of negative economic impacts.

While many of his professional activities leverage market tactics to disrupt the industry's mechanisms of clinical and financial excess, Brian also has spearheaded policy initiatives that have (partially) remedied major health care problems. For example, his 2009 [testimony](#) to a US Health and Human Services committee resulted in the revocation of the monopoly certification rights of the Certification Commission for Health Information Technology (CCHIT), a vendor-led, quasi-governmental agency that had blocked seamless health care data exchange, inhibiting care coordination. More recently, his campaign against the [AMA's RVS Update Committee \(RUC\)](#), which has systematically overvalued specialty care and undervalued primary care, led to [mainstream media attention](#) that has driven course corrections in medical services valuation.