

MINNESOTA
TRENDSETTERS


RANDY HERMAN
CEO
PATIENT CHOICE HEALTHCARE

ANN ROBINOW
PRESIDENT
PATIENT CHOICE HEALTHCARE

Photo by Sal Skog

PATIENT CHOICE HEALTHCARE

In this climate of ever-increasing healthcare costs and fewer healthcare options, there is a choice. Patient Choice is a leading edge company that has received national attention by offering healthcare programs that recognize and reward the best performing physicians and hospitals, to the benefit of employers, consumers and providers.

Company CEO and co-founder, Randy Herman, has led three successful healthcare start-up companies. Herman explains that Patient Choice creates and manages tiered healthcare networks that differentiate providers on measures of cost, quality, and service.

Their unique program was originally developed in the late 1990s by the Buyers Health Care Action Group (BHCAG), a coalition of local employers who realized that improved healthcare quality would lead to lower costs. In 2000, Patient Choice was formed to assume operations of the program and to expand it here in Minnesota and in other cities nationwide. Their customers include

3M, GE, Cargill, Carlson Companies and many other large and small corporations.

Ann Robinow co-founded Patient Choice and serves as president. She helped design and implement this pioneering approach to healthcare purchasing while serving as co-executive director of BHCAG. In this program, says Robinow, consumers have incentives to use the highest quality, most cost-effective providers — creating the right incentives for providers to improve their performance. The result: improved quality, more efficient use of resources, greater value from the healthcare industry, informed consumer choice and lower costs.

The Patient Choice program works. Over the last three years, their program in Minnesota achieved healthcare cost trend increases that were an average of three and a half percent lower than the average for area HMOs.

www.patientchoicehealthcare.com • 952-582-7000