



Business Group
on Health

Best Employers

Excellence in Healthcare Value

The **Best Employers Award: Excellence in Healthcare Value** is given to employers who exemplify leadership in pursuing value in healthcare. The award winners are recognized for delivering a purchasing strategy with a focus on improving quality, patient experience, health outcomes, and affordability.

$$\text{Value} = \frac{\text{Quality} + \text{Outcomes} + \text{Patient Experience}}{\text{Cost}}$$

The Best Employers Award: Excellence in Healthcare Value winners will be selected based on the following criteria:

- A thoughtful and effective approach to health benefits that demonstrates a commitment to advancing value in healthcare;
- A willingness to convert innovative ideas into solutions that enhance the health and experience of employees through value-based purchasing strategy, benefit design, outcome measurement or other methods; and
- A commitment to sustainability and the longitudinal value of programs that support affordability and have a positive impact on medical and pharmacy costs, while improving care quality, employee experience, and health outcomes.

Previous winners have been recognized for a diverse range of approaches to delivering value in their healthcare strategy. Criteria are intentionally inclusive to allow for successful applications reflecting a variety of value driven strategies.

Winning **Best Employers Award: Excellence in Healthcare Value** elevates your company as a leader in benefit innovation and an employer of choice. Best Employers winners receive a digital award seal to use for promotional and recruitment purposes, press release template, recognition at the Best Employers Award Ceremony during the Business Group on Health Annual Conference, a discounted Annual Conference registration rate, and recognition on Business Group on Health's website.

Eligibility

Both Business Group on Health employer members and non-member employers can apply. Non-member applicants must have a minimum of 2,500 employees to apply.

Employers of all industries are encouraged to apply. If an employer in the healthcare industry wishes to apply, we ask that their submission showcases value-driven strategies that are focused on the health and well-being of their own employees, and not those that are directly linked to the products or services of their parent organizations or affiliates.

How to Apply

Applications must be submitted online (**September 1—November 13, 2026**). The online application allows you to save your information at any point and return to complete it. To complete the application:

1. Submit a [registration form](#). Register as an individual, not an organization. (Your form will be reviewed and approved within 1 business day, but not before September 1).
2. After submitting the registration form:
Returning applicants:
 - a. You will receive an email inviting you to log into your existing SurveyMonkey account. Click the green "Join Now" button in that email. You will be directed to the login page.
 - b. If you remember your password from the prior application cycle, use it to log in. If you do not remember your password, reset your password to access the application platform.
 - c. Once you've logged in, you will see your prior applications housed in one place. Click "Programs" in the top right corner to access the 2027 Best Employers Application.**New applicants:**
 - d. You will receive an email inviting you to create a SurveyMonkey account. Click the green "Join Now" button in that email.
 - e. You will be directed to the login page.
 - f. You will be asked to create a SurveyMonkey account. Register as an individual, not an organization. You'll receive a confirmation email that you've successfully registered. From there, you can click the green "Go to site" button to log in.
3. Once you establish your SurveyMonkey account, you can access the online application by [logging into the application portal](#).

This document includes the exact application questions available online for your preview, along with a glossary and guiding resources.

Application Tips

- **Read and answer carefully.** Provide details that demonstrate excellence in your company's healthcare value approach. Use the word counts as a guide.
- **Showcase your company's distinct healthcare value proposition.**
- **Get the right teams involved.** Work across your internal teams and partners as necessary to provide the insights that can help your application stand out, including information on the results achieved.

Questions? We encourage you to review our [Best Employers website](#) with FAQs. If you have additional questions, please contact the Business Group at bestemployers@businessgrouphealth.org.

Excellence in Healthcare Value Application Example:

(Use for illustrative purposes only. Please follow instructions to apply online)

Company and Contact Information

Instructions: Please complete the fields below. Include at least two Best Employers contacts and a public relations contact. If you are showcasing a global example, it is recommended that you include a contact responsible for global and/or regional health strategy.

Formal Company Name: _____

Preferred Company Name (this company name will be used in all formal Business Group communications, press releases and on the Best Employers website):

Primary Best Employers Contact (must be an internal-facing contact; cannot be an external vendor or consulting partner): _____

Title: _____

Email: _____

Phone: _____

Best Employers Contact #2: _____

Title: _____

Email: _____

Phone: _____

Best Employers Contact #3 (optional): _____

Title: _____

Email: _____

Phone: _____

Internal Public Relations Contact (optional; for winning companies will be included in communications from the Business Group with the media toolkit and press release emails):

Title: _____

Email: _____

Phone: _____

Please indicate which describes your company and the population covered by this application:

- ☐ We only have employees in the U.S. and are applying based on our entire workforce and approach
- ☐ We have employees in multiple countries but are applying based on only our U.S. workforce and approach
- ☐ We have employees in multiple countries and are applying based on our entire global workforce and approach
- ☐ We only have employees outside the U.S. and are applying based on our entire workforce and approach

Total number of employees globally: _____

Approximate total number of employees covered by this application: _____

Elevating Examples from Winners

If your company is chosen as a winner of the 2027 Best Employers Award: Excellence in Healthcare Value, are you interested in being selected for opportunities to highlight your award-winning approach to driving value in healthcare? This could include, but is not limited to, webinars, presentations, conference panels, and employer-to-employer sharing calls. The Business Group will *always* contact you for permission before including your company in any events and/or using examples from your application.

- ☐ Yes, I am interested in being considered for these sharing opportunities if my company wins the award
- ☐ No, I would not like to be considered for these sharing opportunities

Recognition Announcement to Your Leadership

As part of the recognition for Best Employers Award: Excellence in Healthcare Value, Ellen Kelsay, President and CEO of the Business Group, will send an email to senior leaders at each winning company, acknowledging your team's commitment to advancing value in healthcare. The email will be sent shortly after winners are announced. Would you like to opt into this communication?

- ☐ Yes
- ☐ No

If you would like to opt into this communication, include up to two senior leaders who will receive this communication (e.g., CEO, CHRO):

Required:

Senior Leader Name #1: _____

Senior Leader Title #1: _____

Senior Leader Email #1: _____

Optional:

Senior Leader Name #2: _____

Senior Leader Title #2: _____

Senior Leader Email #2: _____

If you'd like Business Group on Health to copy your team on this senior leader communication, please provide up to two email addresses of those who should be copied:

Email #1: _____

Email #2: _____

Commemorative Poster:

Winners have the option to receive a complimentary, commemorative awards poster mailed directly to them following the 2027 Annual Conference. If your company wins, would you like to receive a poster?

- ☐ Yes
- ☐ No

If yes, please indicate where this poster should be shipped:

Contact Name: _____

Street Address: _____

Street Address 2: _____

City: _____

State: _____

Zip: _____

Country: _____

Confidentiality Statement

Business Group on Health recognizes the importance of data security and privacy. We are dedicated to protecting your privacy and handling any personal information you provide with care and respect. Please review our Privacy Policy, viewable [here](#), which is incorporated herein by reference, to understand how we collect, use, and share personal information you provide to us. By submitting this application, you consent to the Business Group's use of your information in accordance with the Privacy Policy.

Best Employers: Excellence in Healthcare Value application was developed by Business Group on Health and should not be reproduced or quoted without permission from Business Group on Health. This is a members-only resource and should not be shared with non-members.

Important Note: Be clear and specific when answering the open-ended questions.

Applicants can reference Business Group on Health resources related to healthcare value and resources and [glossary or terms](#) for support. If you have additional questions when completing the application, please contact bestemployers@businessgrouphealth.org.

Business Group suggested resources:

- [Value-based Purchasing Employer Guide: Introduction](#)
- [Driving Value in Healthcare Around the Globe](#)
- [Taking Action on Value: A Business Group on Health Viewpoint](#)
- [Taking Action on Health Care Costs: A Business Group on Health Viewpoint](#)
- [Taking Action on Cancer: A Business Group on Health Viewpoint](#)
- [Taking Action on Pharmacy Benefits: A Business Group on Health Viewpoint](#)
- [Taking Action on Primary Care: A Business Group on Health Viewpoint](#)
- [Integrated Benefits Experience: Four Key Considerations for Employers](#)
- [Value-Based Purchasing: 7 Calls to Action for the Healthcare Industry and Employers – Executive Summary](#)
- [Implementing Innovation in Primary Care](#)
- [How Do You Know if a COE is Truly Excellent?](#)
- [Specialty Drugs and Gene Therapies: Driving Value and Mitigating Volatility](#)

1. Describe your overall strategy for driving value in healthcare. This includes how you made “bold” moves that have the potential to impact a large portion of your workforce, convert ideas into solutions that improve health, reduce costs, and hold your vendors accountable. (Maximum of 200 words)

2. Which of the following alternative care delivery, payment models or other benefits strategies does your company have in place to drive value for your workforce? (Select all that apply)

- Accountable care organizations (ACOs)
 - Advanced primary care
 - Centers of excellence (COEs)
 - Global captive
 - High-performance networks (HPNs)
 - Navigation to quality providers
 - Outcomes-driven vendor management strategy
 - Value-based strategies in pharmacy benefits
 - Value-driven plan option with significant enrollment
 - Value-based virtual clinical solutions
 - Other programs or value-based strategies
- If other, please specify

3. Select up to three strategies that you would like to provide more detail on for our consideration.

Section II:

For each strategy chosen in question 3, provide the following:

4. What were you trying to solve for by implementing this strategy? How did you identify the segment of your population that will benefit? (Maximum of 200 words)

5. Who did you partner with to implement and deliver this strategy and why? (e.g., direct contract with provider group/program/solution, third-party solution contracted through the health plan/aggregator/PBM) (Maximum of 100 words)

6. Specific to this strategy, how are vendor fees or provider reimbursements linked to value and outcomes? (Maximum of 100 words)

7. What geographical location(s) is this strategy intended to impact?

- Global (U.S. and outside of U.S.)
- Specific region(s) outside of U.S.
- Entire U.S.
- Specific region(s) within the U.S.

Please expand on why specific geographies were selected for this program: (Maximum of 200 words)

8. If applicable, approximately what percentage of members were eligible and what percentage of eligible members benefited from this program, plan design or strategy? (Maximum of 100 words)

9. Describe the impact of this strategy on:

- Costs and affordability;
- Employee/patient experience; and
- Care quality and health outcomes.

(Maximum of 200 words)

10. How long has this strategy been in place? What improvements are you considering in future years? (Maximum of 100 words)

Section III

11. Are there any additional impacts you would like to highlight based on your overall strategy? (optional)
(Maximum of 200 words)

Glossary of Terms

Accountable Care Organizations (ACOs): Healthcare providers across multiple specialties and sites of care who come together in a delivery model that ultimately accepts responsibility for care quality and majority/entirety of the cost of care for a defined population.

Advanced Primary Care: Primary care practices where providers are financially accountable for improving the health of a defined population. Advanced Primary Care optimizes access and experience, coordinates care and referrals, integrates mental health and embraces virtual care delivery where appropriate. This could include, on-site, near-site or other models.

Centers of Excellence (COEs): Groups of healthcare providers who practice high-quality, efficient care at designated facility/site for reasonable and transparent prices, often leading to reduced total cost of care with improved outcomes.

Global captive: This strategy provides multinational employers greater control over healthcare spending, allowing them to shape plan design, provider networks, and funding strategies that prioritize quality and outcomes. By pooling risk and leveraging cross-border data, captives help guide members to high-quality, cost-effective care through locally appropriate providers, while reinvesting savings into programs that improve health and reduce long-term costs.

High-performance Networks (HPNs): Networks built based on cost and quality data that through more limited choice encourage members to choose providers deemed to be high performing on efficiency and quality measures.

Navigation to quality providers: Guiding members to the most appropriate and efficient care setting available through their health plan and to higher quality providers for a patient's specific health needs.

Outcomes-driven vendor management: Holding vendors financially accountable for delivering value in health benefits, including accountability for cost, quality, experience and health outcomes.

Value-based strategies in pharmacy benefit: Strategies that align pharmaceutical coverage with the best clinical evidence and financial incentives across stakeholders, such as indication-based formularies, outcome-based pricing or outcome warranties.

Value-driven plan option: Implementation of innovative, new generation health plan or plan design that prioritizes some or all elements of value by reducing or eliminating access barriers to high-quality care.

Value-based virtual clinical solutions: Programs and solutions addressing specific clinical needs of a segment of the population, providing integrated care and improving outcomes, access and patient experience. Such programs can be offered through direct contract or through a health plan network.

If you have a question about a term in the application that's not defined here, please contact the Business Group at bestemployers@businessgrouphealth.org.