



**PBGH**

Pacific Business  
Group on Health

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Contact: Nicole Kohleriter  
nkohleriter@pbgh.org  
(415) 385-2283

**Bill Kramer Joins Pacific Business Group on Health as  
Executive Director of National Policy**

***Kramer brings 25 years of experience improving health care quality and affordability***

The Pacific Business Group on Health (PBGH), a leading voice for purchasers working to improve the quality and affordability of health care, has announced the hire of Bill Kramer, MBA as its new Executive Director of National Policy. In his new role on January 18<sup>th</sup>, Kramer will lead the organization's work in Washington, DC, helping to ensure health care reform is implemented in ways that improve health care quality and reduce costs. Kramer's hiring dovetails with the organization's refocused vision: a health care system transparent about the quality, cost and outcomes of care, where consumers are motivated to seek the right care at the right price and providers have incentives to offer better quality, more affordable care.

"Our health care system is at a critical juncture," says David Lansky, President & CEO of PBGH. "The reform law gives us some of the tools we need to allow all Americans access to high quality, affordable care -- but the use of those tools by both public and private sectors will be complex and controversial. Bill will help consumers and purchasers work together to make sure health reform provides real value for everyone."

Kramer has a long and distinguished career in health care. Most recently, Kramer has been actively involved in health reform in Oregon, providing policy analysis and guidance to the Oregon Business Council and strategic and technical assistance to the state government. At the national level, Kramer has been working with a group of organizations, including the Small Business Majority, on the design and implementation of health insurance exchanges. Prior to establishing a well respected consulting business, Bill spent over 20 years working in the Kaiser Permanente health system in senior management and executive roles.

Debra Ness, President of the National Partnership for Women & Families, noted that Bill will be taking on a crucial role as Project Director for the Consumer-Purchaser Disclosure Project, a collaborative led by PBGH and the National Partnership for Women & Families to bring purchasers and consumers together to improve the quality and affordability of health care. "Bill has strong experience as a leader and strategic thinker, but he's also a proven collaborator," explains Ness. "That is vital to the success of the Disclosure Project and its ability to strategically shape the future of our health care system."

"I am excited to be joining PBGH at such an important time," says Kramer. "Large employers have the opportunity and responsibility to play a central role in ensuring access to high quality, affordable health care. By working collaboratively with consumers, labor, insurers and providers, we can improve the lives and livelihoods of all Americans."

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For over 20 years, The Pacific Business Group on Health (PBGH) has helped California purchasers improve the quality of health care and moderate health care cost increases. PBGH serves as a voice for purchasers, leveraging the strength of its members, who spend 12 billion dollars annually to provide health care coverage to more than three million employees, retirees and dependents in California alone.