



VALUE-BASED PURCHASING OF HEALTHCARE

Presented by UCF Continuing Education and UCF College of Community Innovation and Education, School of Global Health Management and Informatics

This course is tailored for **benefits professionals** aiming to enhance their expertise in crafting a **comprehensive benefits strategy**. Through value-based purchasing of health benefits for a defined population, participants will learn to optimize health outcomes, promote health equity, and manage costs effectively.

★ Benefits to Students

- Utilize knowledge and skills acquired in the program to better **negotiate and communicate** with health plans and insurance carriers, providers, vendors, etc.
- Use **standardized tools** to measure health plan and provider performance
- Monitor how benefit decisions affect **cost, quality, and value**
- Access **information resources, business coalitions, and other organizations** to support purchasing goals

🍏 Who Should Enroll

- Working professionals who are responsible for **benefits purchasing and/or administration** in an employer or purchaser setting
- **Human Resources** professionals and **population health** professionals in employer settings
- **Staff of purchaser coalitions**

🏆 Upon completion, students receive a digital certificate of completion, digital badge, and 4.0 CEUs for SHRM recertification.

📅 **Spring Dates**
January 21-April 1, 2026

COURSE SESSIONS

1. Introduction and Overview
2. Driving value through transparency and primary care
3. Payment reform and promoting efficiency
4. Population health management
5. Pharmaceutical management
6. Advanced topics in medical and pharmaceutical management
7. Tools and resources for employers
8. Presentation of Customized Action Plans (CAPs)



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Elevate Your Strategy with Us

Course Format

The course features eight weekly modules (delivered over 10 weeks) which students can complete **asynchronously**. Each module includes a recorded lecture with a PowerPoint presentation, supplemental videos, readings, and a discussion board.

Student Support

An optional **weekly live Zoom chat** is provided for real-time interaction with faculty and peers. In the first seven weeks, students create a Customized Action Plan (CAP) to apply their knowledge at work. In the final week, they share their CAP for feedback from faculty and peers.

History of Excellence

Developed in 2004 by employer groups and academic partners, this course has been refined and offered **over 20 times**. Now available as a **virtual learning program**, it is taught by faculty from the Florida Alliance for Healthcare Value, HealthCareTN, and the Greater Philadelphia Business Coalition on Health, all part of the National Alliance of Healthcare Purchaser Coalitions.

Meet the Instructors:



Karen van Caulil, PhD

Karen van Caulil, PhD, has been the President and Chief Executive Officer of the Florida Alliance for Healthcare Value since 2011. She serves on various national and state boards and has received multiple awards for her leadership. Dr. van Caulil holds degrees from Duke University, University of North Carolina at Chapel Hill, and University of Central Florida.



Neil Goldfarb

Neil Goldfarb is the retired President and CEO of the Greater Philadelphia Business Coalition on Health (GPBCH), representing over 1.5 million covered lives. With over 30 years in healthcare research and management, he has authored over 60 peer-reviewed articles and is active in several national healthcare organizations.



Phil Belcher

Phil Belcher is the CEO of HealthCareTN, where he leads efforts to improve employee benefits and healthcare reform. He has extensive experience in healthcare management and strategy, having worked with national employers and in the broker/consultant space. Belcher holds degrees from the University of Tennessee and Southern Seminary.