



Health Transformation Alliance Marks 10 Years of Fixing Our Broken U.S. Healthcare System

From four founding members to 75+ national employers, HTA reflects on a decade of collaborative innovation, measurable healthcare success, and better health outcomes

WESTMONT, N.J., January 29, 2026 - The [Health Transformation Alliance](#) (HTA), a cooperative of 75+ leading self-insured employers committed to improving healthcare quality and affordability for employees and their families, marks its official 10-year anniversary this month.

Founded in 2016 by four pioneering employers from American Express, Macy's, Verizon and Caterpillar, HTA was born from frustration and possibility. These CHRO leaders knew that while Medicare and Medicaid cover most of the volume, employer-provided care drives the system's profit, leaving employers to subsidize a system they can't control. Rather than compete, they united to reshape how care is delivered, measured, and paid for — with a focus on value-based care to hold providers accountable for improving patient care and long-term health.

"10 years ago, we set out to fix a system that was failing our employees and their families," said Rob Andrews, CEO of HTA. "What began as a new approach, with employers negotiating contracts collectively on behalf of their people, is now a national force. It's improving quality and access to care for over 5 million people in the U.S. and saving our members \$1 billion annually in healthcare costs."

In a landscape where many similar efforts have faltered, HTA has grown by staying true to one principle: supporting employers in recruiting and retaining dedicated and talented employees by providing high-quality, affordable healthcare benefits. Its value-driven solutions in data and analytics, pharmacy, medical and consumer engagement have turned collaborative strategy into measurable success. HTA Member/Owners who fully utilize the solutions typically spend 15% less on healthcare than the rest of the market. HTA's value-driven solutions target some of the most significant cost pressures in healthcare — including specialty drugs, behavioral health, GLP-1 weight loss medications, and out-of-network claims.

"For employers, great healthcare isn't a benefit — it's a responsibility," said Johnni Beckel, Chief Administrative Officer at OhioHealth and HTA Vice Chairman. "Over the last decade, HTA has helped us deliver on that responsibility with measurable results: better care, better outcomes, and meaningful cost savings for the people who depend on us."

Why 2016 Was the Right Time

The founders acted at a moment of reckoning. Escalating costs and increasing complexity had rendered the employer-sponsored model unsustainable. A May 2015 Call to Action by the American Health Policy

Institute signaled that employers were ready for a new approach. CHROs and benefit leaders realized that no single employer could change the system alone, but together, they could.

Looking Ahead: A 10-Year Vision

As HTA enters its second decade, its mission remains the same: to drive innovation in healthcare, improve health outcomes, and deliver sustainable cost savings. The focus will include expanding access to Advanced Primary Care, continuing to analyze and aggregate data to identify and risk adjust for highly effective and ineffective care, and holding vendors more accountable through transparent performance standards.

“Our members know that offering excellent health benefits at a fair price is essential to attracting and retaining talented, dedicated employees,” said Andrews. “Our next chapter is about impact at scale. We’re not just transforming healthcare; we’re proving it’s possible.”

Over the past 10 years, HTA has been guided by three exceptional Chairmen whose steady and committed leadership helped shape HTA at every stage. Kevin Cox, the founding Chairman, led HTA through its formation and early growth during his time at American Express and later General Electric. In January 2024, Kevin was succeeded by Thomas Plath of International Paper, who guided HTA through two years of transformative growth and impact.

As of January 2026, Denise Merle of Weyerhaeuser now serves as Executive Chairman, leading HTA into its next decade. One filled with advanced opportunities, broader impact, and a continued commitment to delivering better health outcomes for the employers and families they serve.

About Health Transformation Alliance

The Health Transformation Alliance (HTA) is a cooperative of 75+ of America’s leading employers that have come together to fix our broken healthcare system. With responsibility for more than 5 million lives in the United States and a collective annual health care spend of \$30 billion, the member companies of the HTA have combined their resources, knowledge, and experience to transform the way healthcare is delivered. To that end, the HTA has developed value-driven solutions in data and analytics, pharmacy, medical and consumer engagement specifically designed to improve patient care and economic value. For more information, please visit <https://www.htahealth.com/>.

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