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PRESS RELEASE

For Immediate Release

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PHA Welcomes Bayer as First Founding Corporate Partner

WASHINGTON, DC – *DECEMBER 8, 2021* – **Population Health Alliance** (PHA), the industry's only multi-stakeholder professional and trade association solely focused on population health management, and **Bayer** a life science company focused on health and nutrition, today announced they are teaming up for a special partnership. Bayer has joined as PHA's first Corporate Partner, helping the organization to achieve its mission to improve health outcomes, optimize the consumer and provider experience, and drive affordability.

"Bayer is committed towards better patient care across the globe. They focus on patient engagement, innovation, research, and collaborations," explains PHA's Executive Director Thomas L. Johnson. "Our partnership is a perfect fit. As a Corporate Partner, they will be involved with many of our initiatives and programs. Bayer's commitment as our first Corporate Partner demonstrates a strong dedication to growth of PHA. We welcome Bayer to the PHA community, and look forward to a long-standing partnership."

"We are proud to join PHA in pursuit of Bayer's vision of *health for all, hunger for none*. Engaging with other PHA members to address long-standing health inequities that harm the most vulnerable populations is more urgent than ever," says Tricia Barrett, Executive Director of Quality & Population Health Strategy at Bayer.

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PHA members come from across the health care ecosystem comprising such organizations as health plans and systems, and companies from academia, biopharma and employer solutions as well as within the health-tech sector. For more than 20 years of advocacy, coalition- and network-building, education, and quality improvement and research, PHA has led a network of members and partners in raising the importance and value of the PHA Population Health Management Framework and resultant models as a key component of health care transformation.

“We believe a health care system that systematically — and through ongoing innovation — applies the principles of population health improvement will achieve measurably better health outcomes for all individuals and populations,” explains PHA’s Chairman Emeritus Rose Maljanian, who also serves as Chairman and CEO of HealthCAWS.

“We are pleased with Bayer’s outstanding commitment and the leadership of Quality and Population Health Strategy head, Tricia Barrett,” Maljanian continues. “In addition to advancing population health improvement broadly, we look forward to working with Bayer on a focused initiative to address the timely and growing need in Chronic Kidney Disease for the betterment of consumers served by PHA members and constituents.”

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ABOUT PHA

Established in 1998, Population Health Alliance (PHA) is the industry’s only multi-stakeholder professional and trade association solely focused on population health management, representing stakeholders (e.g, health systems, health plans, employer solutions, academia, biopharma and technology companies) from across the health care ecosystem that seek to improve health outcomes optimize the consumer and provider experience and drive affordability. www.populationhealthalliance.org | [@PHAVoice](https://twitter.com/PHAVoice)

ABOUT Bayer

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to help people and planet thrive by supporting efforts to master the major challenges presented by a growing and aging global population. Bayer is committed to drive sustainable development and generate a positive impact with its businesses. At the same time, the Group aims to increase its earning power and create value through innovation and growth. The Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2020, the Group employed around 100,000 people and had sales of 41.4 billion euros. R&D expenses before special items amounted to 4.9 billion euros. For more information, go to www.bayer.us.