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Health Affairs Briefing: Value-Based Insurance Design

Posted By [Chris Fleming](#) On October 20, 2010 @ 11:52 am In [All Categories](#), [Chronic Care](#), [Comparative Effectiveness](#), [Consumers](#), [Health Care Costs](#), [Health Reform](#), [Insurance](#) | [No Comments](#)

The November issue of *Health Affairs*, with the support of the California HealthCare Foundation, focuses on the growing interest in and adoption of value-based insurance design. Value-based insurance design is based on the simple concept that incentives matter — and if insurance coverage is an obvious set of incentives for both provider and patient, it should be structured to advance key objectives, such as adherence to medication for those with chronic disease or encouragement of cost-effective care choices.

On November 2, 2010, [Health Affairs will welcome policy experts at a briefing](#) ^[1] to discuss key topics in value-based insurance design addressed in the thematic cluster of papers. Areas of focus will include: the evidence supporting the impact of value-based insurance design; the effectiveness of value-based insurance design in getting patients with chronic illnesses to adhere to their medications; and the potential of raising consumers' costs for low-value services in encouraging more effective care and achieving net cost savings.

When: Tuesday, November 2, 2010, 9:30 a.m. – 12:30 p.m.

Where: National Press Club, Washington D.C.

[Click here to register and for directions](#) ^[1]

Authors and other speakers will include:

- Mark Smith, Chief Executive Officer, California HealthCare Foundation (by phone)
- Karen Ignani, President and CEO, America's Health Insurance Plans
- Niteesh K. Choudhry, Assistant Professor, Harvard Medical School and Associate Physician, Division of Pharmacoepidemiology and Pharmacoeconomics and the Hospitalist Program, Brigham and Women's Hospital
- James C. Robinson, Kaiser Permanente Distinguished Professor, UC Berkeley School of Public Health
- Matthew L. Maciejewski, Research Career Scientist, Center for Health Services Research in Primary Care, Durham VA Medical Center, and Associate Professor, Department of Medicine, Duke University School of Medicine
- Daryl Wansink, Director, Research & Evaluation, Blue Cross Blue Shield of North Carolina
- A. Mark Fendrick, Professor, University of Michigan School of Public Health, and Co-Director, Consortium for Health Outcomes, Innovation and Cost Effectiveness Studies
- Marjorie Ginsburg, Executive Director, Center for Healthcare Decisions

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[1] *Health Affairs* will welcome policy experts at a briefing:
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llr=tcmi8ydab&oeidk=a07e32rjrst303a5901&oseq=](https://events.r20.constantcontact.com/register/eventReg?llr=tcmi8ydab&oeidk=a07e32rjrst303a5901&oseq=)