Understanding Clinical Nuance

Despite these differences in clinical value, consumer out-of-pocket costs are the same for every clinician visit within a network...

- Cardiologist
- Dermatologist
- Gynecologist
- Pulmonologist

...for all diagnostic tests...

- Blood Sugar Monitoring
- CT Imaging for Back Pain

...and for all drugs within a formulary tier

- Statins
- Anti-Depressants
- Toenail Fungus Rx

The Clinical Benefit Derived From a Service Depends On...

- Who receives it
- Who provides it
- Where it's provided

Example: Screening for Colorectal Cancer

- First-degree relative of colon cancer sufferer
- Average risk 50 year old
- 30 year old with no family history of colon cancer

Value

- Exceptional
- High
- Low
- Poor
- Average
- Excellent

Implementing Clinical Nuance: Value-Based Insurance Design

V-BID Impact

- Increase use of high-value services and providers and discourage use of low-value care
- Promote efficient expenditures
- Align with provider initiatives
- Enhance clinical outcomes

V-BID plans...

- Increase out-of-pocket cost
- Offer one-size-fits-all share-shading
- Limit provider access
- Misalign consumer and provider incentives

Current plans...

- Remote fee adjustments
- Increase use of high value services and providers
- Reduce clinical outcomes
- Align with provider initiatives